



Celebrate the Energy of Electronic Retailing during ERA Europe Monte Carlo

Convergence: the act of approaching the same point from different directions.

ERA celebrates the spirit of “convergence” during the **ERA European Conference and Trade Show – Electronic Home Shopping Conference 2008**, June 22-24 at the Fairmont Hotel in Monte Carlo. This celebration is relevant for those forward-thinking leaders from all disciplines of electronic retailing and from every corner of the world. The event is designed to help you implement innovative ideas, stimulate healthy business growth, better serve your customers and connect you with new business partners.

The energy of convergence covers many fronts. It underscores the relationships between the multimedia consumers and the multi-channel electronic retailers that successfully capitalize on the power of online resources to enrich messaging and loyalty. Convergence between industry leadership in Europe and the U.S. helps shape the evolution of our industry's business models, capturing and serving a new generation of consumers. And it is through strategic convergence that businesses and regulators will agree to both empower and protect the consumer while still foster growth of emerging technologies and the digital economy.

The ERA European Conference is the only convergence of all of the industry's best practices and ideas, successes and challenges from across the globe in a three-day experience of panel discussions, expert speakers, interactive sessions and superb networking within the incomparable setting of Monte Carlo. You will explore and debate the impact of online video, hybrid formats of traditional channels, auction channel retailing models, product placement and a host of other trends that are poised to redefine the industry.

Conference panelists and speakers — among the industry's most successful trend-setters — will recharge your thinking. Among them, keynote speaker **Anne Lise Kjaer**, founder and director of [Kjaer Global](#) and renowned for her knack for translating fledging concepts into commercial business propositions; **Konrad Hilberts**, CFO and CRO of [Primondo](#); **Loic Lemeur**, “serial entrepreneur” and voice of video social network models at the World Economic Forum in Davos, Switzerland; **Andreas Buechelhofer**, CEO of [1-2-3 TV](#); **Rodrigo Sepulveda Schultz**, Founder and CEO of [VPOD.tv](#) and **Henry Scott**, CEO of [Simply Media TV Ltd.](#)

Follow the links above to discover more about the speakers and their experience.....and then follow us to Monte Carlo next month for a convergence of ideas, connections, discoveries and solutions. For registration and complete information, go to www.eraeurope.org.

Very best regards,

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- [ERA's 18th Annual Convention: 9/21-23](#)
- [ERA Awards: Deadline 6/20](#)
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- [NYC Networking Reception 6/10](#)
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Upcoming ERA Events

May 19 & 20, 2008

ERA's Government Affairs Conference Fly-In
Washington, D.C.

May 22, 2008

ERA's Webinar Series - The Most Critical Element to Customer Service: Your Website
2:00 p.m. - 2:30 p.m. EDT

June 10, 2008

ERA New York City Networking Cocktail Reception
6:30 p.m. - 8:30 p.m. EDT

June 19, 2008

ERA's Webinar Series - The Product, The Production and The Star: The 3 Things You Need for DR Success
2:00 p.m. - 2:30 p.m. EDT

June 22-24, 2008

The Electronic Home Shopping Conference 2008
Fairmont Hotel
Monte Carlo

July 16, 2008

Networking Reception - Santa Monica
Casa del Mar
Santa Monica, CA
6:30 p.m. - 8:00 p.m.

Edwin Garrubbo
ERA Board Chair
CEO, Creative Commerce, LLC
www.retailing.org

Branimir Brkljac
ERA EUROPE Board Chair
CEO, Studio Moderna SA
www.eraeurope.org

September 21, 2008
ERA's 18th Annual Convention
Paris Hotel
Las Vegas, NV

Place your DR campaign on ERA's Center Stage!

2008 ERA Awards

Recognizing the best in television, radio and online direct response campaigns.

The ERA Annual Awards program is the industry's premier platform for honoring the best productions and campaigns. Is your campaign a winner? Access the [ERA Awards Submission Packet here](#). Send in your submission by **June 20** and you could take center stage in September during the ERA Annual Convention!

Retailers Rock with ERA!

ERA Annual Convention 2008

September 21-23

Paris Hotel, Las Vegas

Your participation in the ERA Annual Convention is among the smartest investments you'll make all year. Why? You'll learn how to capitalize on the latest trends and technologies, customize industry best practices to suit your business model and network with more than 3,000 of the sharpest minds in the industry. One location offers you countless solutions.

Keynote Presentations

Monday: Bill Maher, political comedian, interviews

Joe Abruzzese, President, Advertising Sales,
Discovery Networks US

Tuesday: Raul Vazquez, President & CEO, Walmart.com. Interviewer:
Nathan Fagre, Esq., SVP & General Counsel of ValueVision Media, Inc. &
Chief Legal & Compliance Officer, ShopNBC

[View the 1-minute Annual Convention overview video here.](#)

[Access the full-length 2007 Annual Convention highlights video here.](#)

courtesy of [IFSTV](#)

[Register here.](#)

For sponsorship and exhibiting opportunities, visit <http://www.retailing.org/annual> or contact [Karla Kelly](#) at 703.908.1026

Your ERA May & June Program Planner. Register Today.

**Rock the Hill With Us Next Week!
RSVP Today (May 15)!**

ERA Capitol Connection Networking Reception

May 20

[The Hotel George](#)

[15 E St., NW](#)

[Washington DC](#)

Join us for a special evening of connections and cocktails as we celebrate the e-retail community and close out the ERA Government Affairs Conference Fly-In (May 19 & 20).

RSVP Today at bmclellan@retailing.org or call 703.908.1032.

The Most Critical Element to Customer Service: Your Website, ERA Webinar Series

May 22, 2:30 – 3:00 pm EST

Spend 30 minutes and explore solid solutions to customer service initiatives, from the comfort of your office.

ERA Members Free

Nonmembers: \$99

[Register here.](#)

Save the date for the **June 19** webinar: The Product, The Production and The Star: The 3 Things You Need for DR Success (And How to Get Them When You're Starting with Nothing!)

ERA Member Networking Reception

June 10 / 6:30 – 8:30 pm
7 Times Square, New York City
(offices of Manatt, Phelps & Phillips, LLP)

Connect with industry colleagues and meet new friends. Perfect for those attending DM Days in New York.

Free for ERA members and retailers. Non-member suppliers: \$99.

RSVP to Katie White: kwhite@retailing.org / phone: 703.841.8284

ERA Europe Monte Carlo Conference

ERA Europe Electronic Home Shopping Conference 2008

June 22-24

Fairmont Hotel
Monte Carlo

Relevance, Elegance and Friendly Networking

Take advantage of fresh ideas and new contacts from the leader in electronic retailing while you visit one of the leading destinations in Europe. Highlights include the Advanced Pre-Conference Seminar with Rodrigo Sepulveda Schultz, CEO and Founder, VPOD.TV, Business Club & Exhibit Floor, 90-minute Monday and Tuesday sessions, Gala Opening Dinner, Keynote

Presentation with European trend guru Anne Lise Kjaer, Networking Night White Cruise and Dinner, Farewell Party and much more. [Register now](#) for an unforgettable experience in a memorable location.

Meet and Greet

ERA Member Networking Reception

July 16, 6:30 – 8:00 pm

Casa del Mar
Santa Monica, California

The Casa del Mar - Hotel by the Sea is the picturesque backdrop for an evening of building new relationships and catching up with industry colleagues and old friends.

Free for ERA members and retailers. Non-member suppliers: \$99.

RSVP to Katie White: kwhite@retailing.org / phone: 703.841.8284

The FTC Reauthorization Act

Big news on Capitol Hill. Senator Byron Dorgan (D-ND) has introduced a bill, co-sponsored by Commerce Committee Chairman Daniel Inouye (D-HI), that proposes doubling the agencies budget over the next 10 years. It is entitled "The FTC Reauthorization Act of 2008 (S.2831)." One sticky proposed provision for e-retailers and their suppliers is a mandate for the FTC to hold entities accountable that aid or abet another in violating any law enforced by the FTC. This significantly widens the scope of liability from those marketers and producers/directors who are directly involved in formulating marketing claims for the product to include those who know or should have known that the claims were deceptive. Such entities could include buyers, fulfillment houses and those who process credit card payments. In each case, the FTC would try to point out suspicious circumstances (flood of consumer complaints, stations refusing to sell time) that should have alerted back-end service providers.

Bill McClellan
Vice President of Government Affairs

Industry News

[CHANNELTRENDS](#) [BUSINESSINDUSTRY](#) [GOVERNMENT AFFAIRS](#)

CHANNELS

- [Facebook's Big Facelift](#)

The social networking site's coming redesign will be marked by a cleaner, more organized look to appeal to its vastly bigger, more diverse user base.

BusinessWeek.com

- [What Accountants Can Teach You About Using Social Media](#)

H&R Block Cast a Wide Net With a Campaign That Included Profiles, Videos, Twitter and Widgets

Advertising Age

- [New Content Delivery Positioned For Growth, But Hurdles High](#)

According to findings of the Accenture 2008 Global Media Content Survey among more than 100 senior leaders and decision-makers in the media and entertainment industry, 70% of respondents indicated they derive some revenue today from new alternate forms of media such as downloading or watching TV programs "on demand," digital advertising, or user-generated content.

Center for Media Research

- [So You Think SMS Is Dying? Think Again...](#)

According to findings of the Accenture 2008 Global Media Content Survey among more than 100 senior leaders and decision-makers in the media and entertainment industry, 70% of respondents indicated they derive some revenue today from new alternate forms of media such as downloading or watching TV programs "on demand," digital advertising, or user-generated content.

Adotas

- [The ideal means of educating ... informing ... persuading.](#)

That's what management sees when you mention one of the hottest communications tools available: blogging. The Web 2.0 blogosphere is one of the fastest growing communities today. New blogs are

launched nearly every second ... 120,000 times every day.

Promo Magazine

- **[Mobile Applications With a Sense of Place](#)**

If the work of 20 MIT computer science students is any indication, the mantra could apply as easily to mobile phones as it does to real estate: Location, location, location. The students designed applications for mobile phones using Google's open source Android platform, most of which rely on a phone's location for serving up content.

Linux Insider

TRENDS

- **[Women In Wealthy Homes Make 2 Of 3 Buying Decisions](#)**

Married women in households earning \$150,000 or more per year make nearly two-thirds (64%) of the buying decisions, and they most certainly recognize and reward marketers that show them respect (and punish those who don't).

Marketing Daily

- **[Targeting Gays, Lesbians Is A Win-Win, New Survey Shows](#)**

Gays and lesbians are not a large segment of the population - only about 8%--but they do reward marketing messages targeted at them, according to new research.

Marketing Daily

- **[Wet Blanket Thrown On Social Marketing Ad Spend Predictions](#)**

Don't believe the hype: it seems social networking is more flash than cash in the interactive advertising spend department, according to eMarketer. The company revised its projections for spending in the U.S. this year down to \$1.4 billion from \$1.6 billion.

Adotas

- **[Where the Digitally Savvy Things Are](#)**

To find the biggest concentration of digitally savvy consumers, you have to head to Texas, it turns out. Austin, to be exact. And the second-highest concentration of this segment is not in Silicon Valley but in Las Vegas. Spots three through 10 go to, respectively, Sacramento, San Diego, Washington, Seattle, Phoenix, Chicago, New York and San Francisco.

Advertising Age

- [Teens Are Buying Less, Too](#)

According to "Taking Stock With Teens" research survey by Piper Jaffray, total teen spending on fashion declined nearly 20 percent on a year-to-year basis, indicating a "discretionary recession," says senior research analyst Jeff Klinefelter.

Center for Media Research

BUSINESS

- [Wikis: The Crown Jewels of Collaboration](#)

Increasingly, managers find themselves leading teams that are scattered in different cities or even continents, working on projects which have to be flexible enough to rapidly evolve to meet changing business needs. In this environment, business managers are starting to learn what software developers have known for years: Wikis provide a simple but powerful boost to collaboration and can quickly improve business productivity .

EcommerceTimes.com

- [Video Links: The Best Lures in the SEO Tackle Box?](#)

The time is ripe for companies to utilize online video in their search engine optimization and e-marketing efforts, says Peter Hamilton of ArteWorks SEO; however, they should limit the length of videos and strive for a high quality in production.

EcommerceTimes.com

- [Breaches Make a Mockery of PCI Security Standards](#)

Dave & Buster's, a popular eatery and arcade, is the latest U.S. firm to be hit by hackers bent on stealing credit card data. This breach, much like one a few months ago at the East Coast grocery chain Hannaford, was the result of strategically placed malware that recorded credit card data in transit. These breaches illustrate the need for more stringent payment card security standards.

EcommerceTimes.com

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INDUSTRY

- [Don't Crown Google Yet — The Rules of Engagement Are Still Being Determined](#)

According to an article in the Financial Times, the search war is already over. Google's won. Everyone else can go home now. Microhoo was the last potential challenger, and now that that deal is in shambles, the victory has been ceded to the search empire of Mountain View. Even fellow Search Insider Aaron Goldman has been searching for a Google Killer, and so far hasn't found one. I myself said Google was going to be an extremely hard habit to break (in five parts, no less).

Search Insider

- [Will Icahn Bring Microhoo Back To Life?](#)

The boisterous billionaire Carl Icahn thinks he can (which means there's a good chance he will) take control of Yahoo's board and force it into talks with Microsoft again.

Adotas

- [ABC Building Emerging Media Labs to Track Ad Viewership](#)

Duane Varan is really starting to get around. After launching a research group at an Australian university that has been working with Microsoft, Procter & Gamble and Kraft Foods, among others, this professor who specializes in interactive TV is about to conduct experiments on ad viewership for Walt Disney's ABC and ESPN.

Advertising Age

GOVERNMENT AFFAIRS

- [Texas to check whether Amazon owes sales tax](#)

Texas officials may claim that Amazon.com owes millions in sales taxes on purchases made by Lone Star State residents.

Seattlepi.com

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Member Press Releases

- [ANETORDERS/AMERICAN MAILERS HIRES VICE-PRESIDENT OF SALES](#)(Click on News)
- [TELETRAX ANNOUNCES MULTI-YEAR CONTRACT RENEWAL WITH THE NBC AGENCY](#) (PDF)

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Classified Ads [Advertise in ERA's E-News Weekly](#)

Product Acquisitions Manager

Highly Motivated. Strong organizational skills. Sales experience. Responsible for sourcing new products for

overseas distribution through new and existing suppliers. Communicate with current suppliers and handle all customer needs. Excellent communication skills. Please contact deborah.goc@giservices.tv.

EUROPEAN SALES, PREMIER SOLUTIONS

BASED IN Miami Florida, www.premiersolutions.com is looking for a full time SALES PERSON. **EXCELLENT SALARY + COMISSIONS**. The person must live in Europe in any country. Those people interested please e-mail us your resume at jorge@premiersolutions.com.

PER INQUIRY RADIO, TV, PRINT AND INTERNET CLIENTS NEEDED.

William Sullivan Advertising, specialist in per inquiry / remnant radio, TV, print and Internet advertising is looking for more clients to place per inquiry with us across the country. Presently we have over 50 satisfied clients using our per inquiry radio, TV, print and Internet service paying a specific price per lead. Feel free to read some of Bill's articles on DR Radio which had been published in Electronic Retailer Magazine http://www.williamsullivanadvertising.com/articles_0607.html. We are looking for more clients to place advertising in our per Inquiry program. We have a proven model for over 22 years making direct response advertising work for our large and expanding list of clients. For samples of our radio commercials please visit <http://www.williamsullivanadvertising.com/samples.html>. Our present client categories start from Natural Cures book to acne products to stress and anxiety relief programs to inventions companies to hair replacement and much more. We are dedicated to expanding our clients business and you can be a part of our growth. Contact Bill Sullivan at 973-379-8555 or email bill@williamsullivanadvertising.com.

Submissions

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, phowson@retailing.org.

Advertising Opportunities

If you are interested in advertising, please contact Peter Howson, phowson@retailing.org.

[Please follow this link to opt out of ERA mailings.](#)

Electronic Retailing Association

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Contact us: Monday – Friday 8:30 am – 5:00 pm ET

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