



UW EBC INTERNET MERCHANDISING SPECIAL INTEREST GROUP CHARTER

Rev. 7/5/11

Objectives/purpose of SIG:

Exchange best practices, ideas, successes and lessons learned in Internet Merchandising. This would include Internet Merchandising efforts on homepages, landing pages, within shopping carts, emails, and social media platforms.

The Internet Merchandising Work Group would not be limited to only Internet merchandisers, but could also include creative teams and marketers that work with Internet Merchandising.

Outcomes:

Takeaways to include best practices for promoting new products, testing marketing/merchandising hypotheses, creative best practices for product presentation and reporting strategies to help understand on-site data to improve internet merchandising efforts. These could vary by channel, audience, demographic, business model, and market.

Intended participants:

Open to anyone working with Internet Merchandising (this could include Marketing, Creative teams or any other position that may be directly or indirectly involved with Internet Merchandising. Attendees should include those who do the 'day-to-day' tasks and mid- and upper-level management who oversee multiple people and departments.

Target Member Companies:

Intended for those companies with dedicated Internet Merchandising positions.

Meeting Format/Frequency:

Three full-day in-person meetings in 2011.

Meeting Location:

Meeting locations will be varied based on the company hosting the meeting.

Questions/Topics:

Date	Topic
August 2011	<p>1. Teams and Processes</p> <ul style="list-style-type: none"> a. How is Internet Merchandising integrated into the overall team? b. Discuss teambuilding, time management, delegation, and professional development c. How do you communicate to stakeholders? d. At what point are creative teams brought in? e. Cross-team communication
September 2011	<p>1. Customers</p> <ul style="list-style-type: none"> a. How do you identify and segment your customers? b. How are strategies developed to merchandise to them effectively? <p>2. Execution</p> <ul style="list-style-type: none"> a. What are best practices for successful Internet Merchandising? b. What strategies have you employed that have been successful or lessons learned? c. Best Practices– what is modified on the site and how often? How do mobile/social/email and other tactics fit into merchandising?
November 2011	<p>1. Measuring Success</p> <ul style="list-style-type: none"> a. What kind of reporting/analytics do you find helpful? b. What KPIS are used to measure success? <p>2. Tools and Resources</p> <ul style="list-style-type: none"> a. What tools/resources have helped and why (subscriptions, conferences, books, blogs, software/applications) b. What vendors have been helpful



July 13th 4:00-7:00 Agenda

Location: Union South - <http://www.union.wisc.edu/visit-unionsouth.htm>

Park in the Union South Parking Garage located underground beneath Union South. Enter parking from Dayton Street

- 4:00-4:15 Introductions / key issues
- 4:15-4:30 Figi's – charter review / overview / org chart challenges/questions
- 4:30-5:30 Company intros (4)
- 5:30-6:00 Dinner Break
- 6:00-6:30 Company Structure (2)
- 6:30-7:00 Finalize meeting schedule / Volunteers for meeting dates

American Girl, LLC	Howell, Martha	Sr. Web Marketing Analyst
American Girl, LLC	Pluemer, Jodi	
American Girl, LLC	Walz, Karen	Web Merchandising Manager
Duluth Holdings, Inc.	Harms, Suz	Director of Marketing & Web
Duluth Holdings, Inc.	Skurla, Veronica	Manager - Web Merchandising
Figi's Inc.	Officer, Kurt	
Figi's Inc.	Revie, Chris	E-Commerce Usability Analyst
Figi's Inc.	Foster, Kari	
J.J. Keller & Associates	Hartman, Adrienne	Corporate E-Commerce Manager
J.J. Keller & Associates	Schewe, Marisa	Ecommerce Marketing Administrator
Lands' End	Condon, Jennifer	Merchandise Manager (Internet) for Women's
Mason Companies, Inc.	Geissler, Reggie	Internet Business Manager
Mason Companies, Inc.	Kite, Jessica	Web Merchandiser
Mason Companies, Inc.	Solin, Pepsi	Web Merchandiser
Miles Kimball Company	Dahlke, Lisa	Web Operations Manager
Miles Kimball Company	Hintz, Heather	