

The Catalogue Exchange proudly presents

Amy Africa & Stephan Spencer
with our very own version of

The X Factor

Featuring no holds barred, live critiques of selected Members' websites*
Plus themed lunch discussions hosted by key experts
& the inimitable Catalogue Exchange Member Debate

Live in London – 2nd April 2009
9.15am-5.00pm
Nine Kings Suite, Royal Lancaster Hotel, London



Co-located with the
ECMOD Awards

Member rate:
£135 per person +vat

Non-Member rate:
£395 per person +vat

What's on the agenda

When you join your colleagues for this exclusive website laboratory, aka our very own X Factor, you will gain the perspective of world class experts as they place current websites under the spotlight. The websites are real – drawn from those pre-submitted by participating Members* – and our experts' findings will be live and unabridged, though wholly constructive.

With Amy Africa focusing on conversion and usability and Stephan Spencer on SEO, you can be sure that between them they will offer all participants more advice in a day than most could hope to share in a week. Not only that, when these two take the X Factor chairs they promise to be wonderfully entertaining... making for a truly informative, enjoyable and beneficial day for all of your team members concerned with driving online profitability.

Above all, you can expect high energy, fast paced commentary peppered with valuable insights, top tips, and expert advice. We guarantee that everyone attending will take away an armoury of actionable ideas. Practical ideas galore including quick cost-effective fixes that, when implemented, will dramatically improve results. Crucially too, the focus will be on the affordable so that even in these budget strapped times we can all take away some real gems that will deliver near-immediate pay-back.

* Delegates wishing to submit their sites for live critique are asked to email sam@catalogueexchange.co.uk – or mention when booking their place(s). All submissions will be passed to our presenters who will make the final selection.

Who is attending

More than one hundred seats have already been booked by Member Companies including:

- | | |
|------------------------|-------------------------------|
| -4DM | -House of Bath |
| -Aspace | -Isabella Oliver |
| -Beaconsfield Footwear | -Lands' End |
| -Brora | -Lights4Fun |
| -Charles Tyrwhitt | -Maginus |
| -Consortium | -Marshall's Garden Catalogues |
| -Cosyfeet | -One Up Golf |
| -Direct Wines | -Plantiflor |
| -Donald Russell | -Quality Cottages |
| -FlowerCard | -Royal Mail |
| -GLTC | -Scotts & Co |
| -Grand Prix Legends | -Seton |
| -Gray & Osbourn | -Sterling Marketing |
| -Green People | -& Wiggly Wiggles... |
| -Harrods | |

And there is more:

Our themed lunch tables offer all participants the opportunity to network and discuss issues of interest with like-minded executives. Seats can be reserved in advance or on the day. The topic list is still developing, as is the list of table hosts, so the final list will be provided a week prior to the event to allow all delegates to pre-book their seats. The tasty hot & cold buffet lunch is, of course, included in the delegate rate. (Associate members interested in hosting a table are invited to contact the CatEx team without delay on 01271-855545).

Afternoon Q&A & Debate

There will be opportunities for all delegates to ask questions of Amy Africa and Stephan Spencer – we'll then break for tea and reconvene for our Board Member hosted member debate for the final session of the day.

ECMOD Awards Dinner

Those with tickets or who have been invited as guests or shortlisted entrants for the ECMOD Awards Dinner which takes place at the same venue from 7.00pm, may wish to book overnight accommodation at the Royal Lancaster Hotel. A special rate has been negotiated from £140 and rooms can be reserved by calling the hotel direct on: 0207 262 6737 quoting ECMOD02/04/09.

Tickets for the evening can be purchased, subject to availability, from Jenny Squire on 01271-866112, email jenny@ecmod.com

About our speakers:



Amy Africa

Amy Africa has been working with direct merchants for more than a decade helping them to fully exploit all aspects of website and digital marketing performance. A specialist in identifying areas for improvement, Amy is in high demand for her no holds barred critiques and practical recommendations for optimising site usability. A frequent speaker at sector events around the world, Amy has delivered workshops and seminars at ECMOD and is a regular contributor to Catalogue e-business journal.



Stephan M. Spencer

Stephan is Founder and President of Netconcepts, a leading natural search marketing firm. Clients include Cabela's, HSN, AOL, SuperPages.com and Discovery Channel.

Stephan is an author of the upcoming O'Reilly book "The Art of SEO" with co-authors Rand Fishkin, Jessie Stricchiola, and Eric Enge. Stephan is a Senior Contributor to MarketingProfs.com and to Practical Ecommerce, a monthly columnist on Search Engine Land, and he's contributed to Multichannel Merchant, DM News, Catalog Age, Catalog Success and NZ Marketing magazine. He is co-author of the analyst report "The State of Search Engine Marketing 1.0 - New Strategies for Successful Cataloging" published by Catalog Age.

Stephan is a speaker at Internet conferences around the globe for organizations such as the DMA, the AMA, Shop.org, Internet Retailer, SMX, IQPC and IIR.

Stephan is an avid blogger. He blogs primarily on his own blog, www.stephanspencer.com. But his posts can also be found on Searchlight, Natural Search Blog, MarketingProfs Daily Fix and Google.

Booking Form

The X Factor – 2nd April 2009 – Royal Lancaster Hotel, London

Yes I wish to book _____ places for this exclusive Catalogue Exchange member event.
Please invoice me at the member rate of £135 per person (or non-member rate of £395 per person) + vat.

Please contact me with details of membership

Delegate Names & Positions

Name 1: _____ Position: _____

Name 2: _____ Position: _____

Name 3: _____ Position: _____

Name 4: _____ Position: _____

Your name: _____

Company name: _____

Address: _____

Postcode: _____

Tel: _____

email: _____

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