

Time to learn in three days of

SATURDAY, January 17, 1998

9:00 - 10:15



HOW TO GET FREE, LOCAL PUBLICITY ALL YEAR LONG

Gary Gordon, Samuel Gordon Jewelers, Oklahoma City, OK

The credibility that comes with news coverage is one of the most beneficial rewards for being involved in philanthropic activities in your community. Learn how to achieve such coverage, how to position yourself as a resource to local media and other tips that stretch the effect of your business decisions.

YOUR IMAGE ON DISPLAY

Pam Levine, Levine Design, New York, NY

As customers show loyalty to brands, how do you effectively communicate your own image while displaying branded merchandise or designer jewelry? This award winning design consultant provides help about meeting client interest while maintaining the consistency of your own image.

10:45 - Noon



WISE SPENDING FOR YOUR FUTURE ON THE INTERNET

Rich Goldstein, I-Jeweler, Austin, TX.

Learn what you can do now and in the near future to prepare your business for the "mind-share" now available from "wired" clients. If you belong to one of the industry associations offering you a free homepage, find out how to spend your money wisely.



LOVE! JEWELER! FASHION!

Cynthia Marcusson, Cynthia René Co., Fallbrook CA

Women who are prepared to spend for fashion are ready to transform into self-purchasers of fine jewelry with your help. Yes, jewelry is still a gift of love, but how much more could you be selling to fashion-conscious women?

2:00 - 3:15



PUTTING ROMANCE BACK IN THE SALE

Sam Getz, Mayor's Jewelers, Coral Gables, FL and Jay Lell, Mayor's Jewelers, Coral Gables, FL

Sales associates who are most effective know how to sell the romance of jewelry, its history, lore and design. Find out more about training staff to probe for what will speak to each type of customer and how to romance jewelry accordingly.



FASHION AND JEWELRY ON THE INTERNET

Ben Narasin, <http://www.fashionmall.com>

Madison Avenue conjures images of high fashion, but this Madison Avenue located business claims its address on the Internet. Understand the Internet market for fashion and learn more about how to apply it to your business.