Digital Executive Education Program

A 5-Day Retreat For Global Digital Retailing and eCommerce Managers
Explore and Learn Best Practices, Current Trends, Issues, and Future Outlook for eCommerce and Omnichannel Retailing

Save your spot for this new certificate program - conducted during a five-day retreat led by industry and academic experts on the University of North Texas campus in 2013.

What You Need To Know
• Dates: March 18-22, 2013
• Location: Gateway Center, University of North Texas
• Cost: $2,648. Includes all campus sessions, all field trips, transportation to events, transportation to and from hotel (accommodations are not included).
• Facilitator: Richard E. Last. Rich is a recognized leader in the U.S. digital retailing industry. He is founder of JCPenney.com, Chairman Emeritus of Shop.org, and coordinator the Digital Retailing Degree Program in UNT's College of Merchandising, Hospitality, and Tourism.

Topics Include:
• The Connected Consumer Experience
• Omnichannel Merchandising, Planning and Forecasting
• How Brands are Optimizing the Channels: Stores, Online, Wholesale
• Direct to Consumer and Omnichannel Logistics
• Third Party Logistics
• Digital Marketing - Current State and Future Outlook
• Beyond Retail: The Impact of the Digitally Connected Consumer on the Travel and Tourism Industry

Other Highlights Include:
• Sessions with leading field experts, including discussions on the digital customer experience, logistics and technology in travel and tourism, and sessions with retail executives
• Speakers include University faculty and industry experts from Fossil, Sheplers Western Wear, iProspect, Travelocity, and PFS Web
• Field trips to Fossil, Zales and SouthWest Airlines headquarters
• Multiple peer-networking opportunities including a campus tour, a welcome reception with University officials and industry leaders, a Texas-style barbecue at an area ranch, UNT International luncheon, lunch with honors students and faculty, and an optional shopping mall visit

For More Information Contact Rich Last
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