



e-Commerce

# Expert Clinics

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## Boost your sales with e-commerce

e-Commerce is growing exponentially. Worth over £250bn to the UK economy, this vibrant marketplace changes daily and keeping abreast of all the latest developments can be difficult.

These practitioner led clinics aim to help you keep up-to-date and share best practice.

The topic-focused roundtable format allows you to discuss a number of subjects that are most relevant to you and find out from your peers how they are addressing the challenges and opportunities you are also facing.

Choose three roundtable sessions of half an hour each. Each roundtable is moderated and focuses on a particular topic.



### Topics

- **Effective Business Models for e-Commerce**
- **Mobile Commerce**
- **Improving the User Experience**
- **Exploiting your Analytics**
- **SEO, Adwords and Online Marketing**
- **Payment Platforms**
- **Optimising your Supply Chain**
- **Going International**

### Key Facts

e-Commerce in the UK is growing by 11% p.a. Find out how you can get a bigger share of this lucrative market.

### When :

31<sup>st</sup> January 2012  
2.00 – 5.30pm

### Where :

Radisson Blu,  
Glasgow

Reserve your place at  
[www.scotlandis.com/events](http://www.scotlandis.com/events)  
or call 01506 472200