

The 2014 SMART Jewelry Show Opens at Chicago's Navy Pier

Powerful Keynote From Bob Phibbs Starts the Day



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Summary **The sixth annual SMART Jewelry Show Chicago kicked off its 2014 event today at Chicago's Navy Pier with an exciting keynote address by Bob Phibbs, "The Retail Doctor," which was sponsored by GE Capital. Following the presentation, Dan Kisch, Publisher of INSTORE magazine, presided over the ribbon cutting ceremony that marked the official opening of the 2014 SMART Show in Chicago, which runs through Monday.**

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Phibbs' presentation, "Power Moves to Compete in Today's Market," got the room buzzing with an interactive look at how to better engage customers, merchandising techniques for 2014, personality types and how they affect the sales process and more.

"Bob was incredibly energetic and did a fantastic job of getting the audience pumped up for a great show," said Jim Reed, director of The SMART Jewelry Show. "Not only did he give our attendees some critical ideas for improving their businesses, he even got everyone off of their feet and engaged in the message."

Phibbs has helped thousands of businesses in every major industry, including hospitality, manufacturing, service, restaurant and retail. He is a nationally recognized retail expert on business strategy, customer service, sales and marketing.

He is also a frequent guest on MSNBC and Fox, he and his work have been featured in Entrepreneur magazine, the Wall Street Journal and the New York Times. His latest book, The Retail Doctor's Guide to Growing Your Business from Wiley & Sons is available in bookstores or online.

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smartworkmedia.com/awards.

Now in its seventh year, The SMART Jewelry Show Chicago takes place April 18 - 20, 2015, with a full-day education conference on April 17. This one-of-a-kind jewelry events provide independent retail jewelers the world-class speakers, interactive education and exciting buying opportunities they need to grow their businesses smartly. The SMART Jewelry Show is presented by INSTORE and INDESIGN magazines. Learn more at www.smartjewelryshow.com.

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