

The SMART Jewelry Show Welcomes Bob Phibbs as Keynote Speaker



"The Retail Doctor" shows new ways to compete in today's market

Info Chicago, IL | Published on: January 9, 2014

Summary **The SMART Jewelry Show today announces Bob Phibbs, known as "The Retail Doctor," as its keynote speaker on the opening day of the Chicago show this April. 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.**

Details The SMART Jewelry Show today announces Bob Phibbs, known as "The Retail Doctor," as its keynote speaker on the opening day of the Chicago show this April.

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.

"We're excited to have this respected and entertaining retail expert give our attendees new ideas and invigorate them before the start of the show," says SMART Show director Jim Reed.

"His message goes hand-in-hand with the merchandising-focused education program at this year's show, and it's exactly the kind of quality content readers of INSTORE magazine have come to expect at The SMART Show."

On Saturday, April 5 at 8:30 a.m., Phibbs will present "Power Moves to Compete in Today's Market" at Navy Pier in Chicago. His session will teach jewelers:

how to recognize and engage the largest group of potential customers they've been ignoring;

how merchandise can convert customers who are just looking;

how to present merchandise correctly so it builds more business through word-of-mouth and repeat visits;

and how to make small merchandising changes that produce big bottom-line results.

In addition to authoring two books, including The Retail Doctor's Guide to Growing Your Business, Phibbs has consulted for some of the country's best-known retail brands, including Brother, Caswell-Massey, Hunter Douglas,

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LEGO, Lumber Liquidators, OMEGA, Yamaha, and Vera Bradley.

The entire SMART Show education program is provided free of charge to qualified jewelry retailers thanks to the support of exhibitors.

About SmartWork Media

Over the last decade, SmartWork Media's business publications have earned more than 50 national and international awards, including the 2012 Jesse H. Neal Award from American Business Media for best overall business publication won by INSTORE, our magazine for independent jewelry store owners. We're proud of our awards, because they show how we truly sweat the details to make magazines that don't just inform readers, they inspire them. See our complete list of awards at 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.