

The SMART Jewelry Show Welcomes Bryan Eisenberg

Online marketing expert to deliver idea-packed keynote session



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Summary **The SMART Jewelry Show today announces that Bryan Eisenberg, a pioneer in online marketing, is delivering a keynote address on Sunday, April 19, 2015, at Chicago's Navy Pier. In a session sponsored by Jewelers Mutual, Bryan will teach SMART Show attendees about the latest developments in key online and in-store digital technologies, and reveal where the future of retail lies in this increasingly connected world.**

Details The SMART Jewelry Show today announces that Bryan Eisenberg, a pioneer in online marketing, is delivering a keynote address on Sunday, April 19, 2015, at Chicago's Navy Pier.

In a Jewelers Mutual-sponsored session titled "Bits and Mortar: Rocking Retail in a Digital World," Bryan will teach SMART Show attendees about the latest developments in key online and in-store digital technologies, and reveal where the future of retail lies in this increasingly connected world.

"Staying current on marketing trends -- especially digital marketing trends -- is huge for our retailers," said Jim Reed, director of The SMART Show. "Given how quickly things change in the online space, it's crucial that our audience has access to the most up-to-date and effective online marketing ideas out there. That's exactly what Bryan brings to the table, and we're excited he'll be passing on that knowledge to our retailers in Chicago this April."

Eisenberg is an internationally recognized authority in online marketing, improving online conversion rates, persuasive content and persona marketing. He's been recognized by eConsultancy members as one of the top 10 User Experience Gurus, and has helped companies like Google, HP and NBC Universal improve sales.

Bryan is also the best-selling co-author of the books *Call to Action*, *Waiting For Your Cat to Bark?* and *Always Be Testing*.

SmartWork Media

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Relevant links  The SMART Show
 Bryan Eisenberg

Quotes  *"Staying current on marketing trends — especially digital marketing trends — is huge for our retailers. Given how quickly things change in the online space, it's crucial that our audience has access to the most up-to-date and effective online marketing ideas out there. That's exactly what Bryan brings to the table, and we're excited he'll be passing on that knowledge to our retailers in Chicago this April."*
— Jim Reed, show director

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SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.