

**Who:** Annapolis-area  
retailers

**What:** Annapolis Bricks n'  
Clicks, a seminar with Web  
marketing experts

**When:** March 23, 2010,  
7:30 – 9:30 am

**Where:** Federal House Bar  
& Grille, 22 Market Space  
in Annapolis

**How:** Face to face. Even  
in the online world, in-  
person meetings are  
sometimes necessary

**Why:** To help local  
retailers use the Web as a  
channel to increase online  
and in-store sales.

**Cost:** \$12 includes  
breakfast

#### Sponsors



Paul Murphy of

[Annapolis Insurance  
Advisors](#)

# Are You Ready for Retailing 2.0?

Too much turnover among retail shops. Limited store hours. Rainy days. Sales at Amazon that siphon revenue from local stores.

For Annapolis-area retailers, there is a response:

## Annapolis Bricks n' Clicks

**March 23, 7:30 am**

This seminar will provide the insight retailers need to compete in an online and on-the-street world.

Topics/speakers are:

- Search Engine Optimization by Tracy Welsh of South River Technologies
- Google AdWords by Stephen Riely of Global Experiences
- Email marketing by Gina Watkins of Constant Contact
- e-commerce by Purple Parrot Web sites
- A contemporary Web presence by Lou Geiger of Agency of Record

The Web is world wide, but that doesn't mean we can't use it to enhance local business. Come find out how.

Seating is limited. [Register online.](#)