



Retailer Advisory Board Meeting #2 DISCOVERY – get your business discovered

Monday, June 5th 2017

Location:

SaveTheHighStreet
Exposure Building
Top Floor
22-23 Little Portland Street
London, W1W 8BU
Nearest tubes, Oxford Circus, Great Portland Street

Arrivals: 18.00-18.30

Check-in Reception
Evening Reception

[18.30-19.30] Retailer Advisory Board Meeting Discovery

- 18.30-18.35** SHS Host Introductions: Alex Schlagman & Lyndsay King
Introduction to SaveTheHighStreet.org
Review data RAB and introduce Discovery

- 18.35-18.45** Retailer Advisory Board Member Meeting Host
Irena Lane, Owner Lagom
Overview: How discovery can drive your business [recommendations]

- 18.45-18.50** Google Digital Garage
Getting listed and being discoverable (Benefits & Insights)

- 18.50-19.00** Discussion

- 19.00-19.05** Nominet
Webpage, domain name and getting discovered (Benefits & Insights)

- 19.05-19.10** Discussion

- 19.10-19.15** Verifone Media
Geo=Targeted advertising the way of the future (Benefits & Insights)

- 19.15-19.25** Discussion

- 19.25-19.30** Retailer Advisory Board Member close

- 19.30** Meeting close

- 19.30-20.00** Networking & Discussion

All comments, insights, feedback and recommendations are welcomed following the meeting Matt@savethehighstreet.org

‘By the Retailer, For the Retailer’