

IRCE 2011 Conference Speakers



Michael Jansma, CEO, GEMAffair.com

Michael Jansma heads up jewelry retailer GEMAffair.com. Michael is an early adopter of e-commerce having started selling jewelry online in 1996. With more than \$20 million in e-commerce revenue, GEMAffair.com is one of the leading gemstone and jewelry retailers on the web.

IRCE 2011 Session Descriptions

Listed below is the individual session description. To view a speakers' bio simply click the links inside the session description.

Day Four—June 17, 2011: Social Marketing Workshop

The latest developments in the hottest area of online marketing

The reach, speed of travel and impact of what consumers say to each other are amplified by blogs, social sites, Twitter, YouTube and other online places where consumers freely express their views on you and what you sell. This workshop will equip retailers to get their arms around the fast-changing online social realm, participate effectively in the exchange and position themselves and their brands.

3:00 PM - 3:45 PM

Meet the Facebookers: Finding the right person for the social marketing job

[Michael Jansma](#), CEO, GEMAffair.com

[Nicole Pepe](#), Social Media Manager, GEMAffair.com

Many retailers have adopted the attitude that the best staff to work on their social initiatives, especially their Facebook presence, are the ones who enthusiastically made Facebook what it is today—the mid-20s generation who were early participants in Facebook during their college years and understand Facebook protocol as second nature. This session will feature one of those Facebook experts—and her boss. They will address such issues as: what exactly is involved in maintaining and managing a Facebook presence, what kind of person is best suited to the work, where does a retail organization find that kind of person, either internally or externally, and what supervision is required.