

Readers: Seeking Your Input on My Fall Seminar Series

THE VISION

This fall, I will be conducting one-day seminars across North America. The working title of this seminar is *Using Analytics for Defending Against, Partnering, and Out-Niching Amazon*.

The content is radical, so I've set up a registration page where you can learn all about it at: <http://merrifieldact2.com/amazon-business-defend-against-partner-and-out-innovate/>

The page has the overview of the seminar, information about who should attend and what you will learn, including actionable takeaways.

You can also understand how your distributor affiliation group(s), trade association, buying group, etc. can take advantage of co-sponsor opportunities to allow constituents access to discounts off the already can't-afford-not-to-attend fee.

I've also loaded a summary of my Amazon-oriented blogs to spark team discussions, and I will be loading more detailed content regarding this content-loaded one-day event.

THE LOCATIONS

I've already booked a few cities thanks to local co-sponsor support, including:

- **October 16, 2018 - St. Louis** with St. Louis University MBA/Supply Chain Department as a co-sponsor and host for the seminar
- **November 5, 2018 – Montreal**
- **November 7, 2018 - Toronto**

Other cities in the works include Chicago, Boston, NYC/North NJ, Philadelphia, Washington DC, Atlanta, Dallas, Denver, LA, San Francisco, Seattle/Tacoma

HOW YOU CAN HELP

First, let me know your interest level. Send me an [email](#) and let me know your level of interest in the content. On a scale of 1 to 5:

- 1 - No Way. AMZ is a fad
- 3 - Maybe
- 5 - Will be there

If you come in at a 5, let me know what content are you looking for that could boost your score higher and assure your attendance.

Second, you can alert your affiliation group about being a co-sponsor. I will be contacting many groups directly also.

And, if you would like the seminar to come to your city, or if you want to sponsor your own private seminar, [be in touch](#) to brainstorm on making that possible. Read below about the St. Louis University Model for this seminar and the benefits that co-sponsoring provides.

I'm also open to doing abridged, free webinars for affiliation group members.

The St. Louis University (SLU) Model

The seminar is based on the SLU Model. From previous experiments with SLU, the Supply Chain Department discovered that by co-sponsoring and providing the meeting room site:

1. Their MBA students could attend all or part of the day for free and network with distributors for possible consulting, internships and/or full-time employment opportunities
2. Attending companies were exposed to all that the Supply Chain program can do and provide
3. The Supply Chain department were able to invite their own community to attend as part of their outreach efforts

If any readers have a hometown MBA/Supply Chain university connection that might like to be a co-sponsor, like SLU, then [request an e-introduction](#) to SLU's Supply Chain Department head, Cindy Mebruer. She can tell you all about the benefits this seminar has for her program, students and community.

Here's hoping that I'll see you this fall for a provocative educational experience!