

Whittemore To Keynote Big Bob's Flooring Annual Convention



Christine Whittemore, chief simplifier of Simple Marketing Now LLC, will keynote Big Bob's Flooring Outlet Annual Convention taking place Jan. 21st through 23rd, 2010. She will focus on 'flooring' women consumers in-store and online.

Jan. 14, 2010 - [PRLog](#) -- Kinnelon, NJ – Christine Whittemore, chief simplifier of Simple Marketing Now LLC, will keynote Big Bob's Flooring Outlet Annual Convention taking place in Chattanooga, TN from January 21st through 23rd, 2010, at the Chattanooga Hotel. The convention's theme is "Think Pink and Best Practices" in recognition of the importance of the industry's highly coveted female consumer.

"Women make or influence over 80% of the purchase decisions," says Whittemore. "Smart flooring retailers such as Big Bob's recognize the importance of women consumers and offer their dealers opportunities to learn from industry experts as well as exchange best practices."

Whittemore's presentation, titled "Flooring The Consumer: In-Store and Online" will not only address marketing to women, but also the criticality of delivering a memorable and consistent customer retail experience in-store and digitally. "Women consumers pay close attention to details. Inconsistencies between how a woman experiences a retailer online and offline will affect her willingness to do business," adds Whittemore.

"Our members are the best, the brightest and most dedicated retailers in the industry," says David Elyachar, aka Big Bob. "They recognize the opportunities associated with making the Big Bob's Flooring Outlets retail experience more female focused. Christine's knowledge and expertise are renowned in the industry. She will enhance our overall program and provide a fresh, inspiring format for all of our business owners."

Joining Whittemore are professional flooring industry speaker and motivator Warren Tyler and Kansas City publisher Ann Butenas from ANZ Publications who will address networking, and, to discuss digital technology, Damien Patton from FindAnyFloor.com and Jay Flynn and Shannon Bilby from Creating Your Space.

Owners and managers from all 45 Big Bob's Flooring Outlet franchises around the country attend the annual event.

For information about Simple Marketing Now, visit <http://SimpleMarketingNow.com> or simply contact Whittemore at cbwhittemore@SimpleMarketingNow.com.

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand. Simple Marketing Now issues the Social Flooring Index - <http://SocialFlooringIndex.com> - which monitors the social state of the Flooring Industry. For more information, visit <http://SimpleMarketingNow.com>.

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