

New Economy New Rules: Building A B2C Business In A B2B Town

DATE

April 4, 2014

Description: One-to-one communications of direct email, social media and display advertising, for example, may have blurred the lines between business-to-consumer and business-to-business marketing. But it would be a mistake to think that building a B2C business follows all of the same rules and patterns as building a B2B business.

While B2B businesses may initially seem more complex than their B2C counterparts -- such as longer sales cycles, multi-layered sales channels, and less control over the brand relationship -- the nuances of a B2C business can be equally as complex and, in some cases, those nuances can carry substantially more risk in the B2C world.

From sales and marketing to product development, and from talent acquisition to corporate infrastructure, our experienced B2C panelists will share their perspectives on the challenges of building a B2C business (particularly doing so in a community with a penchant and reputation for business enterprise software.)

When: Friday, April 4, 2014 | 8 a.m. ET (registration/breakfast) | 8:30 a.m. - 9:30 a.m. ET (presentation)

Where: Barnes & Thornburg LLP | 11 S. Meridian St. | Indianapolis, IN 46204

Speakers:

- Randy Stocklin, Co-Founder and CEO, One Click Ventures
- Shawn Schwegman, Founder, Gusto
- Shelly Towns, Vice President Product, Angie's List

Other Barnes & Thornburg offices in Elkhart, South Bend and Fort Wayne; sometimes available in B&T offices in Chicago, Grand Rapids, Washington DC, Atlanta (GA), Minneapolis and Columbus (OH).

Also cooperating facilities in Evansville, Kokomo, Merrillville, and Scottsburg.

Registration: btrsvp@btlaw.com

If you register and become unable to attend, please email jodie.daugherty@btlaw.com.

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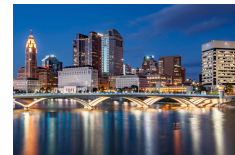
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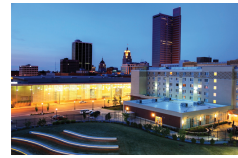
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