

SAVE THE DATE!

MID-AMERICA CLUB IT CONNECT 6:00 PM, JULY 25, 2018 SECRETS OF ECOMMERCE SUCCESS DOMINATE THE ECOMMERCE MARKET

Ecommerce: More than Features

Ecommerce holds great potential for growth, but to truly scale our business, we have to outthink and outperform the competition. Today, businesses have more options for online sales than ever, and the barriers to entry have fallen.

While this is great news, markets have become crowded. It isn't enough to simply have a nice website — especially for established brick-and-mortar stores. We need to innovate to be seen and heard above the clamor.

In this presentation, we'll examine several established retailers who have moved into the online space, and we'll discuss which companies have had more success than others (and why).

Additionally, the President and CEO of Humblemart.com will discuss the innovative methods they used to build an ecommerce infrastructure with steady growth, repeat customers, and increasing revenue.

Features and techniques such as machine learning, AI, big data, and augmented reality are not enough by themselves. Instead, we find the human element is crucial for building an ecommerce site capable of not only being self-sustaining, but growth and market domination.

Get Sold. Join Mid-America Club IT Connect on **July 25, 2018** at **6:00 pm** for a presentation from a thought-leader in tech (and our spirited Q&A)!

Speaker: *Subhash Krishnamoorthy, President and CEO of Humblemart.com, an online store providing inspirational, motivational, faith, leadership, and healthy consumer goods designed to give greatest good at the lowest cost.*



MID-AMERICA CLUB IT CONNECT MEETINGS

Our next meeting will be **July 25, 2018** at **6:00 pm** in the Mid-America Club on the 80th floor of the Aon building in downtown Chicago. Please RSVP with the Club at **312-861-1100** or online at **midamclub.com**. Limit **3 guests** per membership. Members must register their guests with the Membership Department.

Mid-America Club IT Connect is presented by **Polymorphic Systems, Inc.**