

➤ **Amazon Workshops**

○ **Amazon. Workshop (General)**

- Duration
 - One day on-site
- Purpose and Scope
 - These are major events that are either general, or optimally, a specific category or vertical segment. These will be paid events for anywhere from 100 - 2,000 participants. It could also be part of a sponsored event.

○ **Amazon Workshop (Private for Senior Executives)**

- Duration
 - One day on site; 2-hour presentation followed up by 2 hours of Q&A, as required
- Purpose and Scope
 - This workshop model takes the general workshop and adds more targeted and relevant examples and statistics for the specific client. It will include analysis of the client's ASINs as well as the competition. A more in-depth review of Ratings & Reviews as well as Questions & Answers will also be included. Defining which Vendors or Sellers have dominant market share or high-velocity growth will also be part of the presentation.

○ **Amazon Workshop (Private for Managers and Associates)**

- Duration
 - One day on site; 2 hour presentation followed up by 2 hours of Q&A, as required
- Purpose and Scope
 - This workshop will have much of the preceding workshop but will move into a more tactical level, department by department, in order to illustrate how an organization can achieve digital optimization and scalability. Think of this as a "pep-rally" to bring the support teams and associates in line with the goals and rewards of succeeding in the inline markets.