

The Peak Season Summit 2017

BLACK FRIDAY TO CYBER MONDAY AND BEYOND

A FREE ONLINE CONFERENCE | Aug. 3, 2017 / 11AM-2PM ET



CHIEF MARKETER
ACADEMY

MULTICHANNELMERCHANT

10:30 AM ET | VIRTUAL EVENT OPENS

11:00 – 11:10 AM ET | A PEEK AT PEAK SEASON

11:15 – 11:45 AM ET | MAXIMIZING THE USE OF YOUR DC SPACE

Peak demand spikes can put a serious strain on your fulfillment facilities, including making sure you have adequate space for receiving, putaway, pick locations and your increased labor force. This session will delve into the details of space allocation to help ensure peak season success.

You will learn:

- About identifying and relocating slow-moving product
- About determining overall space requirements
- About conducting a layout review for each department
- About setting up flex space and "hot zones"

12:00 – 12:30 PM ET | SYNCHRONIZING DEMAND FORECASTS & LABOR NEEDS

Forecasting demand is a tricky business, but you need to make it as accurate as you can for labor planning. And depending on the market you're in, there could be a genuine scarcity and war for talent. Hear from retail practitioners how they're able to gauge demand, ramp up and ramp down.

You will learn:

- About syncing demand forecasts and labor plans
- About various methods of sourcing labor (internal and external)
- About the importance of cross-training to ensure coverage
- About rolling workforce priority from inbound to outbound peaks

12:45 – 1:15 PM ET | WORKING WITH PARTNERS: VENDORS, CARRIERS, DROPSHIPPERS

How closely you work with key partners like vendors and carriers is a huge determiner of how successful you'll be during peak periods. Projected volumes and service levels need to be communicated and updated regularly. This session will cover strategies for coordinating with all relevant partners to ensure both inventory and shipping capacity are adequate to meet demands.

You will learn:

- About handling backorders and hitting cutoffs
- About working with vendors and drop-shippers
- About communications and meetings with carriers
- About balancing modes and availability (ground, air) as crunch time hits

1:30 – 2:00 PM ET | AFTERWARD: RETURNS, POST MORTEM AND CONTINUOUS IMPROVEMENT

While much of the emphasis is placed on the weeks-long frenzy of peak season, what happens after is crucial as well. Hear best practices on handling the flow and disposition of returned goods, the effective use of the post mortem period, and integration of lessons learned to facilitate continuous improvement going forward.

You will learn:

- About strategies and approaches to post mortem
- About collection of crucial data for planning
- About the continuous improvement process
- About best practices in reverse logistics