

The Morris County Chamber of Commerce



"A Practical Guide to eBusiness for Your Business"

June 24, 2003, 8:00 am– 11:30 am

at

The Chubb Institute

8 Sylvan Way, Parsippany, NJ 07054

The Internet is evolving faster than any other form of innovation in history. The challenge with this type of change is being able to keep up with what is relevant and weeding out the irrelevant. No other phenomenon has resulted in so many acronyms – virtually a new dialect – that is mastered by so few. As the pace of change increases it becomes more and more difficult to determine the correct path to take. This seminar will tell you what you need to know to and how to go about implementing a successful e-Business strategy for your business.

Turn your Website into a Revenue Generating Asset

DAVID KOLAKOWSKI - KOLACO, INC.

Is your website designed to meet your Corporate business objectives? The key for a successful website is having an effective e-Business strategy that addresses your business needs and creates strong customer loyalty. We will walk you through in business terms – not internet terms – what you need to know and how to go about setting up the right e-Business website for your business. Learn about the key website "Musts" that are missing from most websites. We will expose the 6 website "Myths" and what your web designer does not want you to know. Find out how to improve customer loyalty so your customers cannot live without you. Take away a road map of website design essentials, how to create an e-Business strategy that supports your business and turn your website into a valuable asset.

Building a Simple, Secure e-Commerce Site

LYNN COHRS AND JAY BRENNAN - ALLIANT TECHNOLOGIES, LLC

How do you get started with internet-based marketing? Discover the basic building blocks of an e-business website, including all the equipment and services required. We'll show you sample configurations, budgetary costs and a step-by-step project plan. You don't have to be a technical genius, but you do need to know how to manage your vendors to create a simple, secure e-commerce environment.

Internet Rules, Legally Speaking:

HOWARD P. SHAW - SCHENCK, PRICE, SMITH & KING LLP

Use of the Internet can increase your company's business, or it can increase your company's legal worries – or both! Make the most of your Internet experience while keeping your legal risks down. The laws that affect websites and e-mail use are constantly evolving, and they involve a lot more than just spam. Before you click on that "Send" button or post that great cartoon or article on your website, come find out the current rules of the game and the issues that should concern you.

Register Now! — Here's How:

☎Fax: (973) 539-3960 ☎E-mail: events@morrischamber.org

☎Mail: Morris County Chamber of Commerce, 25 Lindsley Drive, Morristown, NJ 07960

Cancellations will be honored with refunds only if submitted in writing 2 business days before the event.

Cash, Check, Chamber Money, Money Orders, American Express, Master Card and Visa are accepted.
(Please print or type)

Cardholder's name _____ Cardholder's Company _____

Address _____ City _____ Zip _____ Phone _____

Fax _____ Email _____ Expiration date _____ Expiration year _____

() American Express () Discover () Master Card () Visa Card Number _____

Members: \$25.00 member Guest(s): \$10.00 with MCCC Member sign-up. Non-member \$35