

# Education Overview—Day One

THURSDAY, JUNE 14, 2007

## LEGEND

### ALL ATTENDEES

### BEYOND THE BASICS:

These courses are for those who are comfortable buying and selling on eBay, have used PayPal, and now want to learn how to get more out of eBay. Learn the tricks of the trade for starting a new business or growing an existing one. If you want to become a medium- or high-volume seller, these courses are for you.

### BUSINESS:

These courses are for sellers who operate a small or medium business and are interested in learning how to expand their business on eBay. Learn advanced strategies to help with automating your listing and management of your eCommerce business on eBay. You will learn from other top business sellers about best practices and their experiences of growing an online business using eBay.

### BUYING:

These courses cover the buying side of eBay, from how to start buying on eBay to power buying! Discover eBay tools that can help you track your bids and purchases. Learn successful searching techniques for both buyers and sellers. Find out how Community tools can help you grow your presence on eBay.

### MULTI-CHANNEL SELLING:

These courses are for sellers who plan to sell across multiple channels. Learn about the tools and services eBay offers to help you complement your business on eBay through your own eCommerce Web site. If you're looking to expand your reach by going online or adding additional sales channels, these courses are for you.

### SELLING BASICS:

These courses will teach you how to get started on eBay. You'll learn best practices to get you up and running in no time. Whether you're just starting out or you're an experienced seller needing a refresher course, these classes will save you time and money!

### TRUST & SAFETY:

Would you like more insight into eBay policies? Curious about upcoming changes to the Feedback system? Find out some inside information about how problems are detected and how eBay works with law enforcement to go after the bad guys, as well as tips on how to transact safely and resolve disputes quickly. These courses are designed for all levels of buyers and sellers.



**POWERSELLER  
RECOMMENDED**

Indicates Panel Discussion

\* Indicates PowerSeller Only

## SEMINARS

Location	8am–9am	Location	8am–9am
210A	eBay Live! Orientation	205A	eBay Live! Orientation (overflow)
Grand Ballroom East   Level 3	eBay Live! PowerSeller Orientation*		
Location	10am–11:30am	12:30pm–2pm	3pm–4:30pm
204A	Using Certified Providers to Grow Your Business	How to Effectively Market Your eBay Store	Business Planning & Financial Management for Success
205A	Starting a Business on eBay	Word of Mouth Marketing in 5 Simple Steps: Beyond the Grilled Cheese Madonna	Optimize Your eBay Store: Top Tips for Store Sellers
206A	eBay Stores 101	Easy Listing Strategies to Maximize Profits	Search Engine Marketing—Organic Search
210A	Advanced Selling Strategies	90 Tax Tips in 90 Minutes	Top Seller Panel: eBay Best Practices from eBay's Top Sellers
252A	The Basics of Selling on eBay	ProStores Getting Started Checklist and Setup Tips	Taxes & Accounting: An Overview for Sellers on eBay
253A	Building Your Own Customized Web Store with ProStores	Legal Aspects of Doing Business on eBay	Flipping the Funnel and the Best in the World...How to Break Through at eBay
254A	Finding the Right Seller Tools to Scale Your Business on eBay	Basic Digital Photography to Make You an eBay PowerSeller!	Intro to Selling Manager Pro: Efficient Listings & Sales Mgmt for Med. to Hi- Vol. Sellers
257A	Buying 101	eBay: Law & Order	Features & Formats: Effective Choices for Selling
257B	Building a Business on eBay Motors: Vehicles	eBay Express Overview	Using eBay & PayPal Shipping Products to Optimize Your Business
258A	Customer Service Best Practices Panel: Drive Repeat Buyers & Reduce Operational Costs	Top Seller Panel: Metrics to Analyze & Improve the Profitability of Your Business on eBay	Product Sourcing—Find Products Buyers Want
259A	Using eBay to Empower Artisans Around the World	Trading Assistant Program Overview	Advanced HTML Guide to Using PayPal on Your Web Site
259B	Non-profits: Engaging Your Audience with eBay Giving Works	Selling Basics: PayPal Payments	My World—Showcasing & Developing Your eBay Personality

## LIVE! DISCUSSIONS

Location	10:30am–11:30am	12pm–1pm	1:30pm–2:30pm
106	Coins Category Roundtable	eBay Motors Roundtable	Use the Power of eBay's Community Resources to Grow Your Business
107A	eBay Groups: Get Connected!	Toys Category Roundtable	
107B	The Government & Your Business on eBay	Trend Spotting: How Keeping Up on Trends Can Boost Your Business's Bottom Line	Clothing, Shoes, & Accessories Category Roundtable

## COMPUTER LABS

Location	10am–11:30am	12:30pm–2pm	3pm–4:30pm
102A	Listing 101: Create Your First Listing with the New 'Sell Your Item' Form!	eBay Stores Traffic Reporting: Better Understand Your Business	Go Global!—An Introduction to Selling Worldwide on eBay
103	Skype 101		PayPal Presents 6 Recipes for Online Payment Success
104A	PayPal: Merchant & Auction Beyond the Basics	Introduction to eBay's Turbo Lister	Hands-On Demo: How to Do Photoshop® Magic for eBay