

# Education Overview—Day Two

FRIDAY, JUNE 15, 2007

## SEMINARS

Location	9am–10:30am	11:30am–1pm	2pm–3:30pm	4:30pm–6pm
Grand Ballroom East   Level 3			 PowerSeller Panel—Q&A with eBay Executives*	
204A	The Basics of Selling on eBay	Search Engine Marketing—Paid Search (PPC)	Global Payments: How to Accept Payments from Around the World	eBay Stores 101
205A	 Intro to eBay's Affiliate Program—Promote Your Own Listings & Receive Commission!	 Own the Power to Control Your Financial Destiny (overflow)	Negotiating Tactics	 Promotions & Retention Marketing to Boost Sales & Retain Customers
206A	The eBay Motors Parts & Accessories Opportunity	Writing Better Descriptions	Teach Others to Sell on eBay!	How to Get the Most Out of ProStores
210A	 eBay Stores Best Practices Panel: Best in Stores	 Own the Power to Control Your Financial Destiny	 Build Your Credibility with Branding & Merchandising	 Advanced Selling Strategies
252A	Selling on eBay Express	Using Research to Uncover New Products that Buyers Want	Buying & Selling Lots in the Reseller Marketplace	Accounting Assistant & QuickBooks® Seminar
253A	Extreme Listing Makeover	Optimize Your eBay Store: Top Tips for Store Sellers	How to Effectively Market Your eBay Store	 25 Tax Mistakes That Can Cost You an IRS Audit
254A	Trading Assistant Best Practices	PayPal Sellers Share the Secrets of Their Online Success	eCommerce Trends—Now & into the Future	7 Steps to Multi-Channel Selling
257A	What eBay Does to Fight Counterfeits: Working with the VeRO Program	Staffing for Success	Buying Formats & Tools	The Feedback System: Recent Changes & Future Possibilities
257B	PayPal Presents Glenbrook Partners hosted by Russ Jones	Community Content—Connecting with Others	The Power of Cause Marketing—Do Well by Doing Good	
258A	 Making the Most of Search	 Top Seller Panel: Best Practices for Selling Across Multiple Channels	 Using Shopping.com to Grow Multi-Channel Sales	Advanced Business Strategies from the Pros
259A	Enhance Your Business with Skype	Security & Privacy 101: Don't Let Your Business Fall Victim to a Security Breach	The New eBay Motors	eBay Local—Improved Features to Buy, Sell, & Advertise in Your Local Area!
259B	eBay Micro—Distributing Your eBay Listings & Content Across the Web!	Learn How to Use File Exchange—Sell on eBay Using a Standard File Format	Accepting Payments off eBay: A Seller Case Study	Sell more by Shipping Across the Border to Canada

## LIVE! DISCUSSIONS

Location	9am–10am	12pm–1pm	1:30pm–2:30pm
106	Stamps Category Roundtable	The Government and Your Business on eBay	Online Safety Roundtable—Don't be a Victim of Identity Theft
107A	Collectibles Category Roundtable	Business & Industrial Category Roundtable	Tickets Category Roundtable
107B	Trend Spotting: How Keeping Up on Trends Can Boost Your Business's Bottom Line	Music, Movies, & Video Games Category Roundtable	Internet Marketing Roundtable
Location	3pm–4pm	4:30pm–5:30pm	
106	Art Category Roundtable	Sporting Goods Category Roundtable	
107A	Books Category Roundtable	Staffing for Success Roundtable	
107B	Preventing & Resolving Disputes on eBay and PayPal	Trading Assistant Marketing Tools	

## COMPUTER LABS

Location	9am–10:30am	11:30am–1pm	2pm–3:30pm	4:30pm–6pm
102A	eBay Stores Traffic Reporting: Better Understand Your Business	Spruce Up Your Listings with HTML & Listings Designer	Make My eBay Your eBay	PayPal—What's New in 2007
103	Selling with Best Offer (Online Bargaining)	Beyond the Sell Your Item Basics	Tips to Avoiding Shopping Cart Abandonment: A Seller Case Study	Advanced Features of File Exchange
104A	Hands-On Demo: How to Do Photoshop® Magic for eBay	eBay Micro Demo—How to Distribute Your eBay Listings & Content Across the Web!	Introduction to eBay's Turbo Lister	Design a Professional About Me Page