

8-FIGURE WORKSHOPS

Explore our CampEcom agenda with workshops, trainings and networking events!



2023 ANNUAL CONFERENCE

JAN 8-10



DoubleTree by Hilton
at SeaWorld Orlando



Fireside Speed Networking

Jumpstart relationships while roasting marshmallows.

Get to know other attendees through this fireside speed networking event. Answer business and personal questions and develop the relationships that will dictate the tone of the next 3 days.

Executive Kick Off – Plan for The Future

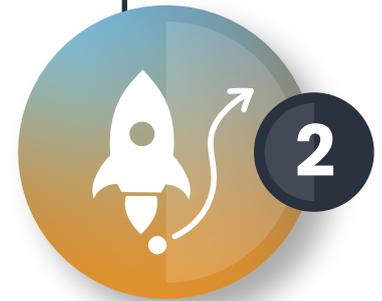
Think big picture. Plan your strategy and tactics for the next 10 years.

Learn the growth mindset needed to scale. Understand how to build an org chart for different phases of growth.

Discuss 10 year planning and make immediate milestones. Go deep into your business's origin story. Chart your company's org chart in the next 2 years.

What's your 10 year goal?

Outcome: Organizational Chart for an 8 figure Amazon private label business.



The Current State of Business Evaluation

A mini management training on your business. Get a quick overview of your business.

Let's set the stage for the rest of the event. We'll take a quick look at your business, and engage in light planning and reflection. This will lay the foundation for the rest of the workshops.

Discussion: Segments for under 3 employees vs. over 5 employees. Perform a SWOT analysis of your business.

Outcome: Company evaluation questionnaire & checklist.

Identify Value Levers & Set Goals to Achieve Them

What are the best scaling up methodologies for private label?

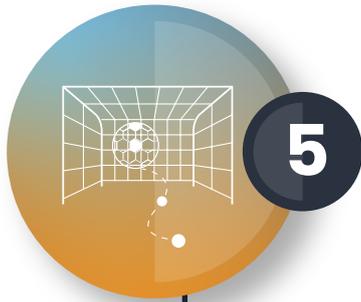
Learn how to apply OKR/4DX / EOS/ Scaling up methodology to the Amazon private label business. Find the value levers that will add significant impact to the final goal, and set the goals that will influence that goal.

Discover the taxonomy of the value tree.

Discussion: Use the provided template to set up goals and find your business levers.

Outcome: The taxonomy of the value tree.





Keep Track of Progress

Break a goal down into activities. Track data to make informed decisions.

Learn how to break down a big goal into smaller steps reflected in daily activities. What to track and how to troubleshoot? Now that you know your business' levers, here's how to track how they're doing. Change resource distribution to ensure goals are met.

Discussion: You'll be given scenarios. You'll have to decide how to react to the scenarios. Learn how to interpret data and how to use that data to craft a strategy to troubleshoot.

Outcome: Apply Leading Action template to achieve targets.

Create org chart and assign KPIs

Hiring the right people starts with the right job descriptions and KPIs

We discuss why KPIs and well-written job descriptions are crucial to finding the right people. What are the gaps in your org chart? How do you give your people decision rights? Hire the right people – and give them accountability and ownership.

Discussion: Identify KPIs for all the positions in your company.

Outcome: Create your org chart, and develop a job description template.



How to find and develop A players

All About Hiring & Interviewing: Your business is heavily driven by the right people

Interviewing, coaching, and mentoring. Here's where we'll learn about the proper interview process, and how to ask smart questions that will show you the right candidates for you. We'll share our interview best practices.

Discussion: What are the hiring and retention challenges you've faced? Have you ever had a bad hire? What steps did you take to identify A players vs. ones that weren't a good fit?

Outcome: Interview sample questions for a product manager.

Everything About Salaries & Benefits

Creating a compensation model to reward employees and fit your business

Let's talk about commissions vs. variable compensation.

Which one works best? Identify the best compensation model for your business. What's the structure that works for you? What are the pros and cons, and how to go about a proactive and positive employee evaluation and development plan. Learn about the different salary tiers.

Discussion: Interactive exercise . Set up a compensation model for a product manager.

Outcome: Define a variable compensation template and broad band salary.



How to Run a Productive Meeting

Meetings can be constructive when structured well.

What is a meeting flow? Learn about the best practices for your Amazon private label business meetings, from your daily huddles all the way to your annual planning sessions. How can your meetings become more productive instead of a time suck?

Discussion: What is your current meeting rhythm? How can meetings become more effective?

Outcome: Learn how to officiate meetings well, from your daily huddles, to weekly update meetings, monthly goal setting, quarterly evaluations, and annual planning sessions.



BONUS: Developing Your PPC/Brand/Product Specialist

Learn how to find, train, retain, and grow this integral member of your team

This person is one of the most impactful members of your organization. Learn how to cultivate this position into taking ownership over key functionalities in the company. How do you hire the right person? What do you look out for? How do you retain and grow them? Take a green college graduate to full management potential in 6 months.

Discussion: What are the challenges that you face when a person is fully responsible for the goings-on of a product?

Outcome: Sample training materials.





2023 CampEcom Camper's Schedule

SUNDAY
JAN 08

3:30 PM – 7:00 PM

Registration Open

📍 Majestic Foyer

7:30 PM – 10:00 PM

**Welcome Event –
Campfire Networking
Snacks + S'mores
+ Drinks**

📍 Pavilion

MONDAY
JAN 09

7:30 AM – 4:30 PM

Registration Open

📍 Majestic Foyer

7:30 AM – 8:30 AM

Breakfast

📍 Exhibitor Hall

8:30 AM – 9:00 AM

**Conference Opening
Welcome**

📍 Majestic Ballroom
1 & 2

9:00 AM – 10:30 AM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

10:30 AM – 11:00 AM

Morning Break

📍 Exhibitor Hall

11:00 AM – 12:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

12:30 PM – 2:00 PM

Lunch

📍 Exhibitor Hall

2:00 PM – 4:00 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

TUESDAY
JAN 10

7:30 AM – 8:30 AM

Breakfast

📍 Exhibitor Hall

8:30 AM – 9:00 AM

Day 2 Welcome

📍 Majestic Ballroom
1 & 2

9:00 AM – 10:30 AM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

10:30 AM – 11:00 AM

Morning Break

📍 Exhibitor Hall

11:00 AM – 12:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

12:30 PM – 2:00 PM

Lunch

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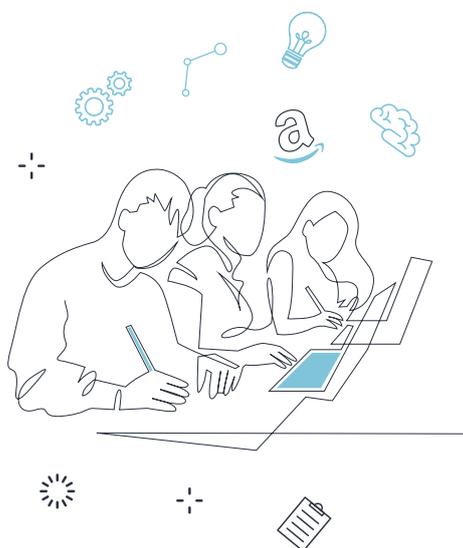
**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

4:00 PM – 4:30 PM

Afternoon Break

📍 Exhibitor Hall





2023 CampEcom Camper's Schedule

SUNDAY
JAN 08

MONDAY
JAN 09

TUESDAY
JAN 10

4:00 PM - 4:30 PM

Afternoon Break

📍 Exhibitor Hall

4:30 PM - 5:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

5:30 PM - 6:00 PM

Day 1 Wrap-Up

📍 Majestic Ballroom
1 & 2

8:00 PM - 11:00 PM

Dinner + Drinks

📍 Veranda

4:30 PM - 5:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

5:30 PM - 6:00 PM

Day 2 Wrap-Up

📍 Majestic Ballroom
1 & 2

8:00 PM - 11:00 PM

Closing Party

📍 Pavilion/Veranda



Download the CampEcom
App for full agenda details

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THRASIO™

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic.



CARBON 6

Carbon6 simplifies the success of marketplace entrepreneurs with a connected ecosystem of tools and expertise. Developed by the brightest minds in the Amazon seller marketplace, Carbon6 helps businesses streamline everyday operations and maximize profit to turn opportunity into freedom.



SoStocked

SoStocked - Recover profit with smarter inventory management and forecasting. SoStocked is fully customizable and helps sellers avoid stockout, limit overstock, and put their inventory on cruise control.



Seller Investigators

Seller Investigators - Amazon owes 99% of sellers money. With cash recovery and reimbursement services from Seller Investigators, sellers can find out how to get your money - and time - back.



Tactical is an end-to-end logistics solution for retailers and eCommerce clients with a niche for solving logistic headaches for AmazonFBA sellers (we were once sellers ourselves). This means we provide services for every step of the supply chain: freight forwarding, customs clearance, drayage, 3PL warehousing, and speedy trucking into Amazon. We're here to deliver our customers livelihood.



SellersFunding was recently included in Growjo's 500 Fastest Growing Startups in NYC and recently awarded Best E-commerce Support Business at the eCommerce Expo in London. Today the company has over 40,000 registered users and has offices in New York, London, and Miami. For more information, visit www.SellersFunding.com.





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