

WEBINARS

## Webinar Oct. 8: What are shoppers planning to buy this holiday season?

September 28, 2015



*Not pulling punches*

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By STAFF REPORTS

Please [click here](#) to register for the free, hour-long webinar on Oct. 8 at 2 p.m. EDT, “What are shoppers planning to buy this holiday season?”

**Sign up now**

**Luxury Daily**

With only around 100 shopping days in this year’s holiday shopping season, brands and retailers must be wondering what luxury shoppers plan to buy – and how their competition is planning to reach them. Get the answers to these questions during this free, hour-long webinar on Oct. 8 at 2 p.m. EDT.

The **webinar** will feature insights from industry thought leaders Bob Shullman, founder/CEO of The Shullman Research Center, and Jon Swallen, chief research officer of Kantar Media. Together they will:

- Discuss who is planning to buy luxury and mainstream goods and services this holiday season – and what is on their shopping lists
- Share how much affluent and mainstream shoppers told us they plan to spend on gifts this holiday season and where they plan to shop
- Tell how much well-known luxury brands spent on advertising during November-

December 2014 along with their media mix and timing, plus the speakers' thinking on what to expect this year

- Disclose how involved well-known luxury brands were with social media during November-December 2014



*Saddle up*

Luxury Daily editor in chief Mickey Alam Khan will moderate.

The **webinar**, one in a series produced by *Luxury Daily*, is scheduled for Thursday, Oct. 8 from 2 p.m. to 3 p.m. EDT and will include opportunities for Q&A.

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