

## **Heartland Fall Forum 2017**

### **What Amazon Can't Do Thursday, October 12th at 12:30**

Participants are: Suzy Takacs, Nina Barrett, Matt Keliher, Lynn Mooney, Holland Saltsman

#### **Goals:**

- Talking points with customers
- Have first steps to disseminate information
- Retail ideas

#### **Amazon's presence in Chicago and our response**

Early message from stores

Press releases both negative and positive

Introduction of CHIBA

#MyChicagoBookstore Social Media Presence

Bookstore Bus Tour

Comparing food industry changes with retail changes

How to speak to customers about Amazon; When to bring up the subject?

#### **Innovative Retailing (Things We Do That Amazon Can't)**

- ★ Quick response to community
- ★ Customer service
- ★ Events
- ★ Face to Face interaction
- ★ Pop up book stores
- ★ Blind date with a book
- ★ Events since the election
- ★ Non-author events
- ★ Parties

## Resources that people can use

ILSR.org - The website is chock full of fabulous information, but for ChIBA's first round of press releases, we focused on this report: <https://ilsr.org/amazon-stranglehold/>

[Yale Law Journal -- The Amazon Paradox, by Lina Khan](#)

[How America Became Uncompetitive and Unequal, by Lina Khan -- Washington Post](#)

[Is Amazon Getting Too Big? -- Washington Post](#)

"It is important to be informed on issues like this because the best way to talk to customers about how Amazon harms your business **and more importantly your community** is to have conversations. When you are informed and armed with these sorts of resources, the conversation becomes much easier, and more effective."