



## The California Gift Show® Partners With Caroline Kennedy, Editor of Gift & Decorative Accessories



Help Retailers Make The Most of Marketing In the New Era.

The California Gift Show® is proud to announce that Caroline Kennedy, Editor of Gifts & Decorative Accessories will lead the keynote presentation entitled "Marketing in the New Media Era" at this year's January Market, on Saturday, January 16.

Kennedy and her panel will offer insights as to how retailers can use social media, blogs, email, and the Internet to increase their store's marketing reach. Retailers will discover how these new media tools can increase their business and generate new customers. Kennedy has been with Gifts & Decorative Accessories magazine for 25 years. Her long association with the gift industry gives her a broad perspective on its trends and the ever-changing landscape of gift retailing.

"This is a new era where email, blogs, Twitter and Facebook have changed the way that we share information and communicate, both in business and personally. And three F words — friend, follower and fan — have taken on new meaning," said Caroline Kennedy, Editor of Gifts & Decorative Accessories. "Today's retailers can no longer afford to depend solely on traditional marketing media to reach out to established customers and attract new ones. They need to embrace the new media to deliver their message to the plugged-in consumer."

### KEYNOTE PRESENTATION

Caroline Kennedy, Editor of Gift & Decorative Accessories

Marketing in the New Media Era

Saturday, January 16, 2010

11:30a.m., L.A. Mart

Complimentary lunch to the first 50 guests

RSVP Required. Please call 213.608.3011 to register.

Please visit [www.californiagiftshow.com](http://www.californiagiftshow.com) for more information.

**CALIFORNIA GIFT SHOW HOURS:**

**LOS ANGELES CONVENTION CENTER**

9 a.m.–6 p.m. Friday, January 15–Sunday, January 17

9 a.m.–4 p.m. Monday, January 18

**L.A. MART**

9 a.m.–6 p.m. Tuesday, January 12–Thursday, January 14

9 a.m.–8 p.m. Friday, January 15 LATE NITE!

9 a.m.–6 p.m. Saturday, January 16–Monday, January 18

**LOCATION:**

**LOS ANGELES CONVENTION CENTER**

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

**L.A. MART**

1933 S. Broadway, Los Angeles, CA 90007