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[Atlanta Market](#)

Atlanta Market sets virtual programming for summer show



[Furniture Today Staff](#) // Staff Editors • June 30, 2020

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An event photo from an AmericasMart Fall Design Week event last year.

ATLANTA — Atlanta Market has announced a seven-week schedule of virtual programming leading up to the August 13-18 summer 2020 Atlanta Market.

Timely topics for the webinars running July 1-Aug. 10 include business strategies for a post-pandemic world, opportunities to hear from retail and design trailblazers and information to help attendees plan for a safe and successful market. In line with buyer sentiment, virtual events will be held this summer in lieu of in-person programming to allow buyers more time at market for product discovery.

“Throughout the years, the Atlanta Market community has shown us that compelling, actionable and aspirational programming is a key element of their market experience,” said Dorothy Belshaw, International Market Centers chief marketing and digital officer. “So, as the market experience has shifted, so has our presentation of this signature programming. Like our other digital offerings, these virtual events extend the market experience until the time is right to present in-person events again.”

Atlanta Market’s series of pre-market webinars present relevant topics for retailers and designers. Top retailers will share their experiences in discussion with Thomas Lester of Home Accents Today in “Retail Stars – East vs. West” and Zoë Gowen of Atlanta Homes & Lifestyles in “Purchasing Power!” Retail strategy is the focus of “Re-Imagining Buying & Selling: Reposition Your Retail Strategy” presented Lilly Stamets of Premier Retail Consulting; “Santa’s Got a Whole New Bag” presented by Michelle Lamb of The Trend Curve; and “Tracking the Pulse of the Gift Industry” presented by Erica Kirkland, publisher and editor of Giftbeat. Additionally, the WithIt women’s leadership development network presents exclusive programming moderated by Kathy Wall, president of TMM, The Media Matters. Other topics include “Understanding Instagram Analytics to Drive Growth” and market orientation that outlines new protocols and tools. The full list of virtual events and registration information is available [here](#).

Atlanta Market’s Shop the Show program returns with 10-plus influencers from its past four seasons sharing their inspiration in five topics – “The Art of Home,” “Cozy Up at Home,” “Do Your Home Work,” “Kitchen Comforts” and “Retail Revival” – through blog posts, look books, social media posts and a webinar, “A Focus on Function and Fresh Perspectives with Top Style Influencers,” moderated by Kelli Lamb of Rue. All Shop the Show

content will be available before the market. During market, Atlanta Market’s social media channels (@AmericasMartAtl on Instagram, Facebook and Twitter) will be a source for trend spotting, showroom tours and other updates.

Market attendees also are encouraged to participate in Atlanta Market-sponsored virtual industry events including “Women of Influence: Virtual Awards Gala” presented by BridgeTower Media on July 21; Greeting Card Association’s “LOUIE Virtual Awards Program” on July 30; and the “Retailer Excellence Awards” presented by Gifts & Decorative Accessories on Aug. 6, which features a text-to-donate campaign, led with Gift for Life, to raise funds for the Dallas-based A Sister’s Gift Women’s Center. IMC will sponsor a conversation with Gifts & Decorative Accessories Editor in Chief Lenise Willis and the finalists for the REA Visual Merchandising Award in “Countdown to REAs | Selling the Imagination: Best Visual Merchandising Tips” on July 9.



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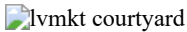


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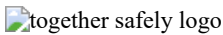
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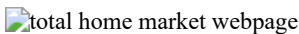
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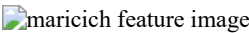
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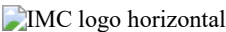
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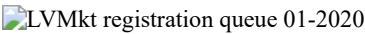
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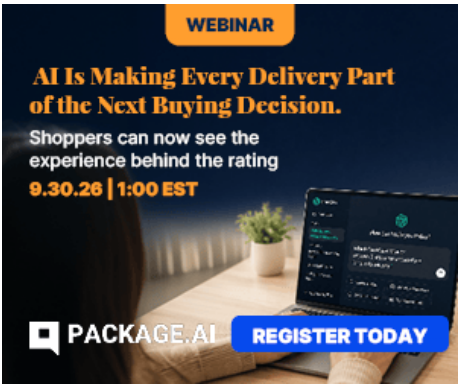
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