



Retail Advertising  
& Marketing  
Canada

## Wednesday, September 22, 2010

# The Economy – Has Anyone Asked the Consumer?

*Presentation by:*

**Janet Lazaris**, EVP, Managing Director  
– Retail & Consumer Practice, **Vision  
Critical** (formerly Angus Reid Strategies)

*Moderated by:*

**Michael LeBlanc**, VP Marketing &  
Promotions, **The Shopping Channel**

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Everyday the media reports on our roller coaster economy as defined by financial ministers justifying their recovery and tax policies, economists tracking the rise and fall of the stock market, currencies, retail sales figures and global influences. Statistics are spouted and all purport that consumer confidence is the key to the economic recovery, but no one asks the consumer.

Last year, Janet Lazaris, an authority on the consumer and retail in Canada took us on the journey the consumer has travelled from pre-recession to September 2009 and projected the spending trends and the consumers' holiday shopping behaviour. **And they asked the consumer. And they are still asking the consumer!**

Janet is back with all her passion and ability to translate those dry numbers. She will tell you what the consumer is thinking, feeling and is actually doing – who is spending and what, where, when and how they are spending.

This past year has been very difficult. One minute things are getting better and then the next we are heading for a double dip recession. Retailers have nothing left to cut, so how are they to plan?

**Consumers are the key.** You can't afford to miss this event!

#### **Retail Panelists:**

**Sue McCabe**, Vice President Corporate Brands, Katz Group Canada  
**Patrick Dickinson**, Vice President of Marketing, The Bay  
**Bob Whitney**, formerly Sr. VP, Director of Operations, Grafton Fraser Inc.