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."