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BUF 4900
Professor Adomaitis
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Professional Development Critique #2

1. What, where, when and how was this professional development seminar about? 5-6 sentences

Answer :

This professional development seminar sponsored by Shopify aimed to teach entrepreneurs how to use Shopify to its fullest potential. The event was hosted at Shopify store on 131 Green Street Soho, New York on February 7th, 2023. The event was hosted by Amira Rasool, founder of the Folklore Connect Platform, and Chiana Johnson. The event also exposed attendees to a wholesale platform (Folklore Connect) where business owners can reach out to retailers and conduct business to business transactions. Workshops commenced at 8:00 am and ended at 4:00pm.

2. What did you learn by attending this seminar in detail? 5-6 sentences

Answer :

During this seminar I learned how to navigate through my Shopify store using specific shortcuts. These shortcuts make it easier for customers to shop clothing and toggle options that make their shopping experience much better. This seminar also taught me that Shopify also provides online support via text and phone call. Rasool and Johnson explained that people often hesitate to utilize online support because some might feel their situation is too complex or unique. Learning that Shopify online support has helped solve plenty of website issues educated me on how no situation is too complex to bring forth.

3. How did this professional development seminar enhance your career moving forward? (5-6 sentences)

Answer :

This professional development seminar enhanced my career by helping me fine tune my tech savvy skills. Technology is always evolving and being up to date with the latest platforms and softwares such as Folklore Connect and Shopify goes a long way. Being able to sit down with other business owners and hear about how they utilize Shopify and the wholesale platform influenced me to change a few things in my online store. There is a certain synergy between technology and open-mindedness that creates

opportunities to further enhance your skill. As someone who wants to be a retail buyer, having knowledge about this platform and what Shopify has to offer makes it easier for me to reach out to retailers.

4. What would you tell other students about this seminar and why should they attend? (5-6 Sentences)

Answer :

For students who are entrepreneurs and want to expose their brand retailers, I would tell them to utilize the Folklore Connect wholesale platform. The Shopify store may be confusing at times and some people are visual learners so a seminar like this is a great help. Although there is a vetting process to be approved it is a great way to create relationships with buyers and retailers. Attending this seminar gave great advice on product placement in store and how your website should mirror that. Some would say being an entrepreneur is not easy so this seminar is great for people who are just getting started or already have two feet in the door in regards to having a business.