



Plumb Club Symposium Hosts 225 Attendees for Two-Day Learning Conference in Manhattan

Attendees agree they gained insights from differing business sectors on factors imminently relevant to the jewelry category.



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Lori Greiner with The Plumb Club

(PRESS RELEASE) NEW YORK – A select 225 industry executives met at a two day conference of learning, robust conversation and business networking at Symposium '24, a forum presented by The Plumb Club in partnership with JCK and with Jewelers Mutual as the founding sponsor. The event took place at a private venue in midtown Manhattan, rounding out New York's "Jewelry Week".

"I was amazed by the quality of the speakers," adds **Susan Eisen** of **Susan Eisen** Fine Jewelry in TX. "The information we received was top-notch and not your typical jewelry seminar topics. This was world-class learning from people who are entrenched in a variety of different business categories. It opened my eyes to areas that I was unfamiliar with and provided information that I can adapt to my business plans."

Harvard Business School professor, Frank Cespedes, and NYU Stern Business School professor, Raphael Carty, conducted daily double-session Harvard Business case studies on branding and business development in a changing environment, while David Edelman, Sr. lecturer at Harvard Business School, illustrated the impact and provided insight into AI in business and the consumer.