

Long Jewelers

Long Jewelers Attends the 2018 Independent Jewelers Organization Conference in Cleveland, Ohio

Representatives of the esteemed Virginia Beach-based retailer visited Cleveland to get insights on the current state of the industry and update their store inventory with the latest jewelry trends

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(NewsWire.com) - Jon Walp and Renee Balzer recently attended the Independent Jewelers Organization (IJO) 2018 Conference in Cleveland, Ohio as representatives for the award-winning jewelry retailer Long Jewelers.



The five-day event, which started on July 27th and culminated on July 31st, focused on helping independent retailers improve every aspect of their business. Seminars and workshops during the conference focused on getting company leaders educated on digital marketing strategies and the latest trends in the fine jewelry industry, as well as helping teams improve their internal culture.

In keeping with the latter theme, Jim Knight gave a compelling keynote presentation at the IJO trade show this year. As the former senior director of training and development at Hard Rock International, Knight spent over 20 years fine-tuning his approach to effective corporate culture transformation.

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— JON WALP
GENERAL MANAGER OF LONG
JEWELERS

“One thing that stood out for me overall was the importance of grabbing the customer’s attention with your content,” noted Jon Walp, the general manager at Long Jewelers. “How do you differentiate yourself from the competition? In order to get people’s attention and keep it, you’ve got to be creative.”

However, it wasn’t all talks and seminars for Walp and Balzer. One of their goals for the trade show

included an expansion of their current store offerings; as a result, shoppers visiting the Virginia Beach-based jewelry store will discover an updated [Doves by Doron Paloma](#) collection, a brand-new Scott Kay bridal line, and more.

To learn more about Long Jewelers and the products and services available at their store, visit their website at LongJewelers.net. To get in contact with a member of their staff, call (757) 498-1186 or email info@longjewelers.net.

About Long Jewelers

For over 30 years, [Long Jewelers](#) has been a retailer of designer [wedding bands](#), [engagement rings](#), Swiss [timepieces](#), and fine jewelry items, and services customers in the Virginia Beach, Virginia area. Under the leadership of founder and president David Long, Long Jewelers has come to boast the largest jewelry showroom in Virginia, has been featured in magazines such as Town & Country and InStyle, and has been voted the “Best of the Beach” more than 20 times.

For questions concerning products, sales, services, or onsite jewelry repair, visit Longjewelers.net, or call (757)-498-1186 for more information.

Source: [Long Jewelers](#)

Additional **Links**

- [Long Jewelers website](#)
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