



TRAINING & EDUCATION

Expert Solutions for **P-O-P** and **Shopper Marketing Excellence**



eCourses



Shopper Marketing Foundation Course



Bespoke Training Services

For more information visit
www.popai.co.uk/training



eCourses



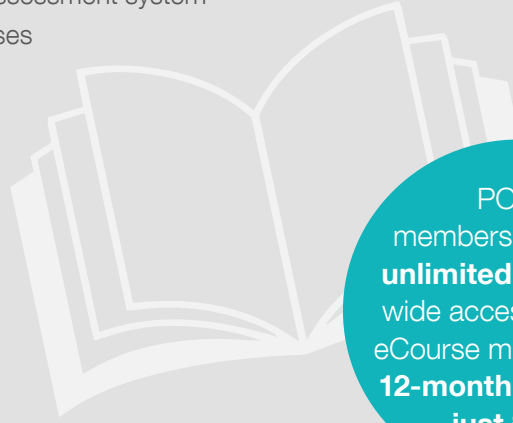
Flexible online training for a comprehensive introduction to the industry.

Perfect for those new to a P-O-P-related role, our modules help to expand knowledge and develop essential skills.

- Learn at your own pace, whenever and wherever is most convenient
- Track your progress using the in-built assessment system
- Save time and money travelling to courses

Online modules to complete

1. Introduction to P-O-P
2. The Shopper Explained
3. How Shoppers Shop
4. Shopper Marketing Framework
5. Understanding Retailers
6. P-O-P Design Considerations
7. Measuring P-O-P Effectiveness
8. Sustainability



POPAI members can enjoy **unlimited**, company-wide access to all the eCourse modules for a **12-month period for just £750.**



Find out more about our eCourses:  info@popai.co.uk |  +44 (0)1455 613 651



Shopper Marketing Foundation Courses

A one-day, interactive session exploring the shopper and best practice P-O-P.

From better understanding today's shopper to improving P-O-P effectiveness, this course offers practical, real-life best practices you can implement immediately.

Sessions are led by POPAI's senior leadership team, with supporting learning materials included.



Context : Shopper and in-store

A deep dive into the key aspects of shopper behaviour that define how shoppers engage at the point of purchase and what drives their decision-making.



Shopping and the shopper journey

Exploring the shopper journey and path-to-purchase model, and impact of evolving shopping habits, connected shopper experience and the role of technology.



Role of P-O-P

A review of the primary and secondary role of P-O-P within the shopper marketing framework, and the opportunities to inspire shoppers wherever they are on the in-store journey.



Shopper-led design

Exploring key visual and P-O-P design, including message hierarchy, call to action and practical design considerations.



Shopper-facing digital tech

An overview of digital technologies and innovation and how, alongside physical touchpoints, they can engage the shopper along their journey.



Sustainability considerations

Looking at how sustainability considerations can have influence retail display thinking, the role of sustainable design principles and best practice in the design, manufacture and end-of-life P-O-P display.



Stakeholder management

Understanding the role of stakeholder management and operational considerations to maximise return on spend, effectiveness and efficiency to ensure best practice standards throughout the design, production and implementation of P-O-P



Commercial metrics

Setting balanced KPIs and performance indicators to determine the impact of P-O-P campaigns on the shopper, including customer, category and brand objectives, shopper objectives, compliance reporting and sustainability reporting.



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Bespoke Training Services

Full and half-day courses delivered at your offices or online.

Our bespoke training packages are designed for up to 20 people, with a wide range of topics and mix-and-match modules including:



Shopper marketing vision, strategy and planning

How to set up for success, creating a 'shopper plan on a page' to align with the company's strategic vision.



Sustainable P-O-P design

Exploring the influences that sustainability considerations can have on retail display thinking, how different design principles affect the design process and best practice methods in the design, manufacture and end-of-life of P-O-P display.



The shopper

A deep dive into the key aspects of shopper behaviour that define how they engage at the point of purchase and what drives their decision-making.



Testing and research

An overview of qualitative and quantitative research techniques to assess and validate the shopper plan.



Maximising shopper impact

Developing stand-out creative for maximum shopper impact and cut-through. Includes a review and analysis of Award-winning P-O-P executions.



Find out more about our full range of modules: [✉ info@popai.co.uk](mailto:info@popai.co.uk) | [☎ +44 \(0\)1455 613 651](tel:+44(0)1455613651)