

# **New POPAI eCourses.**

## **Best practice made perfect**

### **An essential introduction to the industry**

Our new eCourses offer flexible online learning to give those new to a P-O-P related role the perfect start in the industry.

Offering flexible learning, each online training module has been created to help newer members of your team expand their knowledge and develop new skills – all from their own desk.

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- Learn at your own pace and fit training around other business priorities
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- Start your learning straight away

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01

## Introduction to P-O-P

In this module, we will provide an introduction to P-O-P (point-of-purchase) display.

We will discuss the need for P-O-P and define the different types of P-O-P display available to retail marketers.

**By the end of this module you will:**

- Understand the role of P-O-P.
- Be able to recognise the advantages and disadvantages of both temporary and permanent P-O-P.
- Appreciate the different types of P-O-P display.
- Be able to shortlist appropriate approaches with confidence.

**This module is FREE for members.**

The module should take you about 30 minutes to complete.

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02

## Sustainable P-O-P Design

In this module, we will help you to better understand the influence that sustainability considerations can have on retail display thinking, how different design principles affect the design process, either individually or in conjunction with each other, and practical ways you can move towards best practice in the design, manufacture and end-of-life of point of purchase display.

**By the end of this module you will:**

- Understand why brands want to operate in an environmentally-conscious manner.
- Be able to explain the benefits of sustainable P-O-P design.
- Recognise the industry standard for sustainable P-O-P design.
- Be able to make basic best practice sustainable design choices.

**This module is FREE for members.**

The module should take you about 30 minutes to complete.

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**03**

## The Shopper Explained

In this module, we will focus on developing your practical understanding of 'the shopper'.

We will discuss different shopper types and how the relevance of the shopper mission informs behaviour in-store, along with some of the key influencers on the shopper during the purchase decision-making process.



**By the end of this module you will:**

- Be able to explain the distinction between the shopper and the consumer
- Be able to identify different shopper types
- Understand the key external influencers on the shopper
- Recognise different shopper missions



The module should take you about 30 minutes to complete.

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**04**

## How Shoppers Shop

In this module, we will focus on developing your understanding of how shoppers shop.

We discuss how shoppers make choices, from the role of conscious, unconscious and learned behaviour, to the influence of rational and emotional behaviour on the shopping mind and how these aspects impact on decisions around the application of P-O-P communication in-store.



**By the end of this module you will:**

- Understand the basic principles of shoppers' behaviour.
- Appreciate the differences between conscious and subconscious decisions.
- Recognise the importance of choice motivations.
- Demonstrate an ability to 'think like a shopper'.



The module should take you about 30 minutes to complete.

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## Evolution of Shopper Habits

In this module, we will focus on developing your understanding of evolving shopper habits and their impact on the retail environment.

We discuss the changes in how shoppers are approaching shopping and their impact on retail, the growing influence of discount retailers within grocery retailing, the emergence of convenience, and what developments in bricks versus clicks retailing means for the world of in-store.

**By the end of this module you will:**

- Understand the impact of evolving shopping habits.
- Recognise the growing influence of discount retailers.
- Appreciate the importance of convenience in the retail landscape.
- Understand that modern point-of-purchase extends beyond a store's four walls.

The module should take you about 30 minutes to complete.

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06

## Understanding Retailers

In this module, we will focus on the importance of developing effective work relationships with retailers and their influence on successful retail activations.

We discuss how to align campaign proposals with retailer strategy, ways to improve the likelihood of gaining retailer agreement, tips for negotiating promotional space more effectively and the retailer need for support in developing category and range management solutions.

**By the end of this module you will:**

- Understand the importance of working closely with retailers.
- Appreciate the need to align campaigns with retailer needs and how these can be identified.
- Be aware of key influencers in promotional space negotiations.
- Understand how retailers benefit from effective category management.

The module should take you about 30 minutes to complete.

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07

## The Connected Shopper

In this module, we will focus on developing your understanding around the connected shopping experience and how getting it right can positively impact on shopper engagement.

We discuss how marketing channels can be better integrated, look at the expanding market for shopper technology, its growing impact on purchase decisions, and how it can best be harnessed to engage shoppers more effectively.

**By the end of this module you will:**

- Understand what is meant by a connected shopper experience.
- Understand technology's growing influence on purchasing behaviour.
- Appreciate the importance of having a clear strategy and goals prior to investing in shopper technology.
- Recognise key touch points of connected shopper experiences.

The module should take you about 30 minutes to complete.

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## P-O-P Design Considerations

In this module, we will focus on developing your understanding of practical design considerations with P-O-P display development.

We discuss the influence of message use, colour and key design considerations on the impact of P-O-P displays in-store, along with the use of light, sound and aroma.

**By the end of this module you will:**

- Be able to explain the distinction between different types of P-O-P messages.
- Understand how shoppers respond to and interpret the use of colour.
- Recognise the key design considerations when creating P-O-P.
- Be aware of how displays will be seen in context.

The module should take you about 30 minutes to complete.

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## Path to Purchase

In this module, we will focus on developing practical understanding of the modern path to purchase.

We will look at the stages through which P-O-P advertising has to take the shopper before they can choose to commit to the purchase as well as how P-O-P integrates within the wider purchasing cycle.

**By the end of this module you will:**

- Recognise that the path to purchase extends beyond the store.
- Explain why traditional path to purchase models are not fit for purpose.
- Understand the three core steps in the path to purchase.

The module should take you about 30 minutes to complete.

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## Measuring POP Effectiveness

In this module, we will focus on developing your understanding of the importance of measuring and working to improve P-O-P display effectiveness.

We will explore methods used to ensure more accurate measurement of P-O-P display effectiveness, exploring the use of POPAI-approved metrics as well as useful research techniques to improve campaign effectiveness and ensure the right P-O-P tools are deployed in-store, to improve commercial performance.

**By the end of this module you will:**

- Be able to explain the three key display effectiveness metrics.
- Understand the importance of comparing the performance of different P-O-P types.
- Understand the basic principles of test and evaluation.
- Identify appropriate research methods depending on desired outcome.

The module should take you about 30 minutes to complete.

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