

POP AI launches e-Course for P-O-P industry

Tuesday, 20 May 2008 – Retail marketing trade association POP AI UK & Ireland today announced details of its new web-based learning course, designed to give an entry-level overview of the P-O-P industry and certification upon successful completion.

Accessible online, the interactive and self-paced e-Course will give learners a concise, practical grounding in the day-to-day workings of the industry with five 45-minute sessions covering:

- The retail environment
- Shopper behaviour and the role of P-O-P
- Processes involved in the production of temporary, permanent, digital & semi- permanent P-O-P
- Hot topics in P-O-P today (including green issues, measurement, effectiveness and compliance)
- Digital Media in Retail

The e-Course will take approximately four hours to complete and has been designed to fit around a busy work schedule – with learners able to save progress and revisit modules at any time. It also includes downloadable handouts.

Individual places on the e-Course are priced at £115 for POP AI members and £175 for non-members, with a 15% discount available for bookings of five places or more.

The course also acts as the perfect introduction to the full Certificate in P-O-P, a residential course which this year is being held at the C.I.M headquarters in Berkshire in mid-June & July 2008.

Ends – 20 May 2008

For more information, please contact:

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Notes to Editors:

- POP AI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POP AI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POP AI UK & Ireland currently has over 200 members.