



SHOPPER MARKETING FOUNDATION COURSE

A 1-day, interactive session exploring the shopper & best practice in P-O-P



SESSION CONTENT



CAPSULE 2: The P-O-P Lifecycle

We have combined all the P-O-P essentials of design, production, technology, retailer-supplier relationships, in-store implementation and compliance to help you improve the overall effectiveness of your future in-store activations.

Learn about how to develop a creative concept, make P-O-P activations more impactful, better design engineered and cost effective. It also covers how to work more effectively with key stakeholders involved in the P-O-P development process. Most importantly, you will explore how to measure the success of your in-store activity, enabling you to provide tangible evidence of any impact on shopper behaviour, brand objectives and retail performance.

Units:

- Creating P-O-P concepts
- Key design considerations in display
- P-O-P display production methods and processes
- Materials and technology development
- Retail implementation and compliance
- Managing stakeholder relationships
- Measuring success in-store
- Exploring the wider retail context



How to book

To secure your place on the next Shopper Marketing Foundation Course visit popai.co.uk/education to book. To take advantage of POPAI member discounts ensure you are logged in.

Next course:

Wednesday 4th July 2018, Radisson Blu Hotel, Dublin Airport

PLACES ARE STRICTLY LIMITED

Book your place today: popai.co.uk/education



Other POPAI accredited training

In addition to the POPAI Shopper Marketing Foundation Course, POPAI can deliver a range of different education, insight and research packages:

- Individual eCourse learning
- eCourse corporate learning packages
- Face-to-face training
- Bespoke training solutions

To discuss your training, or request further information, please contact **Phil Day** at phil@popai.co.uk



POPAI

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