

# EVENTS CALENDAR 2018

February				
8 <sup>th</sup>	Thursday	Retail Marketing Conference	London	09.00-16.00
March				
8 <sup>th</sup>	Thursday	Retailer & Brand Briefing	London	09.00-11.00
April				
26 <sup>th</sup>	Thursday	POP AI Shopper Seminar	London	09.00-12.30
May				
2 <sup>nd</sup> – 3 <sup>rd</sup>	Mon-Tues	Retail Design Expo	London	09.00-17.00
June				
7 <sup>th</sup>	Thursday	Retailer & Brand Briefing	London	09.00-11.00
28 <sup>th</sup>	Thursday	Digital Experience Workshop	London	09.30-14.30
July				
4 <sup>th</sup>	Wednesday	Shopper Marketing Foundation Course	Dublin	10.00-16.30
10 <sup>th</sup>	Tuesday	POP AI Shopper Seminar	London	09.30-12.30
September				
6 <sup>th</sup>	Thursday	Retailer & Brand Briefing	London	09.00-11.00
20 <sup>th</sup>	Thursday	POP AI Shopper Seminar	Manchester	09.30-13.00
October				
9 <sup>th</sup>	Tuesday	POP AI Awards Dinner	London	18.30-02.00
November				
1 <sup>st</sup>	Thursday	Irish In-Store Seminar	Dublin	TBC
December				
6 <sup>th</sup>	Thursday	POP AI Shopper Seminar	London	09.00-12.30

Please note: the above details are subject to change.  
Please check the POP AI website for exact event details.  
[popai.co.uk/events](http://popai.co.uk/events)

More information at [popai.co.uk/events](http://popai.co.uk/events)



## POP AI Seminars

POP AI's quarterly seminars provide an invaluable forum for retail marketing professionals to gain unique best practice insight into recent retail marketing campaigns and in-store innovations, as well as to share, debate and network with their peers.

**Thursday 26 April** - 09.00-12.30 (London Transport Museum)

**Tuesday 10 July** – 09.00 -12.30 (London Transport Museum)

**Thursday 20 September** - 09.30-13.00 (Manchester, Hotel Football)

**Thursday 06 December** - 09.00-12.30 (London Transport Museum)

## Retail Marketing Conference

POP AI's annual conference stages some of the most sought-after and leading P-O-P professionals in the industry. This event is a major opportunity to learn about the very latest trends and innovations and gain invaluable insights and market intelligence from high profile brands and retailers.

**Thursday 8 February** - 09.00-16.00 (London Stadium, Stratford, London)

## Retail Design Expo

POP AI is delighted to announce that it will once again be supporting Retail Design Expo in 2018, with POP AI members eligible for a 5% discount on space bookings at the event.

**Wednesday 02 May – Thursday 03 May** (Olympia, London)

## Digital Experience Workshop

A hands-on session, led by POP AI with a panel of industry experts, taking delegates through the nuts and bolts of retail digital technologies, including digital signage, gesture tech, the three digital R's (AR, VR, QR), apps, touch screens and new emerging tech. Through case studies, we'll look under the bonnet of digital tech projects and how to choose the right one.

**Thursday 28 June** - 09.30-14.30 (30 Euston Square)

## POP AI Awards 2018

The biggest calendar event of the year, the annual POP AI Awards is an opportunity for senior figures within the industry to come together and celebrate the best in retail marketing over the past twelve months. Entries are judged by a distinguished panel of industry professionals.

**Tuesday 9 October** - Awards Night - 18.30-02.00 (Lancaster Hotel, London)

## Retailer & Brand Briefing

*Exclusively for retailers and brands*

POP AI will present their latest insights and bring retailer and brand members together to network and share best practice through a roundtable hot topic discussion.

**Thursday 8 March** – London

**Thursday 7<sup>th</sup> June** – London

**Thursday 6<sup>th</sup> September** - London

