



Innovations Workshop

Call for Contributors

When: 14th May 2019 10am-2pm
Where: Boots Head Office, Nottingham

POP AI is pleased to announce a special workshop, bringing members together to share some of the latest innovations hitting, or soon to hit P-O-P displays and stores.

Recognising that “innovation” can mean different things to different people – and in different situations, this workshop will allow members to demonstrate and get their hands on as wide a range of products & solutions as we can fit into the venue.

It’s not only about the latest piece of digital shopper technology; we’ve witnessed some fantastic innovation in temporary P-O-P solutions over recent years – our annual innovation award paying testament to that.

With this in mind, we are inviting any POP AI member who has an innovative solution to bring it along to this workshop and share it with other POP AI members. All submissions will be considered, but members will need to demonstrate what is new and innovative about their particular solution, rather than simply trying to sell a product.

As the name suggests, this event is a workshop-style session and we expect contributors to share practical, in-situ solutions to give attendees a “live” experience of how these products can be used in everyday display.

As well as being able to physically demonstrate the product/ solution, each contributor will have an “elevator pitch” slot on stage to bring their product to life for the wider audience.

If you’ve got a product or solution that you would like to share with the membership, please get in touch with the POP AI office for more details.

Attendees at the workshop will be from the broad mix of POP AI members, comprising retailers, brand owners and suppliers.

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