





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



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# SHOPPER MARKETING FOUNDATION COURSE

(ONE-DAY COURSE)

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

From better understanding today's shopper to improving P-O-P effectiveness, this one-day session will give you practical, real-life best practices that you can implement right away to boost retail performance and personal achievement.



Our sessions are led by POPAI's senior leadership team; with supporting learning materials included.

#### **Aim**

To introduce the principles and best practice guidance for delivering improved shopper engagement and P-O-P effectiveness.

Our course is aimed at those with responsibility for shopper marketing, point-of-purchase display, retail marketing or the shopper experience who wish to cement their knowledge and skills of industry best practice, in an environment where they can interact with their peers. Covering a wide range of business-critical topic areas, the learning session is delivered by highly experienced members of POPAI's senior leadership team. Once completed, you will leave with a number of essential take-outs so you can spend more of your time focused on delivering retail excellence; supported by the practical application of what you've learned.

With our short and intensive single-day learning workshops, developing your knowledge and skills of best practice has never been easier. Join us for what promises to be a highly engaging and memorable day, designed to embed learning – fast.



### Why attend?

Our unique workshops explore the latest in shopper engagement and include insight into current best practice as well as analysis of real-world in-store activations and the suitability for differing client and shoppers needs.

#### Benefits:

- Access to independent best practice insight, knowledge and research
- Concentrated single day learning session
- 360° overview of core industry disciplines including relevant theory
- Emphasis on successful practical application (with our interactive 'Application Station' breakout sessions)
- Put your new knowledge to use effectively and immediately
- Interactive and engaging format to maximise the learning process
- Small group breakout sessions, discussions and networking
- Learn in a friendly and professional environment
- Backup learning 'Support Pack' to capture knowledge, with Capsule and Unit session notes provided



#### Who should attend?

The workshop is designed for retail marketing professionals (whether retailer, brand or agencyside) and any person who may be required to build their knowledge around the fundamentals of P-O-P best practice, or would like to refresh existing knowledge and skills, as part of their day-to-day job function.

### Improve best practice understanding

Each session is broken down into bite-sized 30-minute units, covering the main industry topics and themes separately so you can successfully absorb learning, one area at a time.

Courses are held in small groups with a maximum of 30 attendees (split into smaller groups), so you can get the most out of the day, while sharing your experiences, existing knowledge and new learning with others.



# SESSION CONTENT



### SESSION 1: The Basics

- The role of P-O-P and its effects on shoppers
- P-O-P objectives: brand development, disruption, educate and inform, trial and demonstration, aid comparison, remind and reassure, substitution/ upsell, merchandising needs
- Temporary versus permanent display: the pros and cons
- What is the Point-Of-Purchase?



## **SESSION 2:** The Shopper

- The difference between a shopper and a consumer
- Thinking like a shopper: 'Would I see it?'
- The concept of the multi-individual
- How gender can influence engagement
- Appealing to Baby Boomers, Millennials and Gen Z
- Why do we shop in-store?
- The different types of shopper mission



### SESSION 3: The Message

- Adapting the message to mission and product
- ATL telling a story, in-store driving action
- The power of subliminal messaging
- Adjusting message length to match dwell times
- Merchandising psychology: how standards affect buying decisions
- Sensory engagement: light, sound, aroma, music
- The POPAI path-to-purchase model?



### SESSION 4: Digital Touchpoints

- Why invest in digital: What do shoppers say they want?
- How to think 'benefits' instead of tech for tech's sake
- Digital choices network / integrated screens / 'disconnected connectivity' / shoppers' own devices
- Deciding priorities, planning and execution
- Developing content dynamic, user generated, interactive
- Managing digital: consider touchpoints and remember the 'how as well as the 'why'



### **SESSION 5:** The Concept

- What is innovation?
- Why retail is evolutionary not revolutionary
- Key design considerations
- Working together: engaging retailers and brands
- Developing the brief: ideation, customisation, planning
- Manufacturing processes and materials
- Compliance and installation
- Journey of display
- Measuring effectiveness
- POPAI effectiveness metrics: impact, engagement, conversion



### 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:

Tuesday 12th May, KMMS, 322 High Holborn, London, WC1V 7PB

### 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



