



SHOPPER MARKETING FOUNDATION COURSE

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



CONTENTS

Introduction	3
Aim	3
Why attend?.....	4
Benefits	4
Who should attend?	5
Improve best practice and understanding	5
SESSION CONTENT	6
SESSION 1: The Basics	7
SESSION 2: The Shopper	8
SESSION 3: The Message	9
SESSION 4: Digital Touchpoints	10
SESSION 5: The Concept	11
How to book	12
Other POPAI accredited training	12



SESSION CONTENT



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



POPAI

PART OF THE **shop** GLOBAL NETWORK

T: 01455 613651

E: info@popai.co.uk

 [@popaiuki](https://twitter.com/popaiuki)

www.popai.co.uk