

# SHOPPER MARKETING & IN-STORE CONFERENCE

Thursday 5th September 2013 | 9.30am - 2.30pm  
Radisson BLU, Dublin Airport, Swords Road, Co. Dublin, Ireland

**An essential event featuring inspirational speakers from the world of retail marketing.**

An invaluable forum for retail marketing professionals to gain unique insight into recent retail marketing campaigns and in-store innovations, as well as to share, debate and network with peers.

## PRESENTATIONS

■ **Understanding the Irish On The Go shopper and the role that point of purchase visibility can play in driving growth in On The Go categories**

- Understanding shopper missions, rituals and behaviours
- Interrupting a shopper's habitual purchase in store
- Maximising 'Impulse' behaviour in store with point of purchase visibility

Sharon Yourell Lawlor  
Head of On The Go



■ **Using virtual reality as an inspiring selling tool to engage retailers behind world class execution**

- Enabling customer centricity
- Creating an inspiring blueprint
- Turning virtual reality inspiration into brilliant execution in store

Dilinie Wanigaratne  
Western Europe Category  
Development Manager



■ **Store design development – the Stratford City Food Hall journey**

- Role of the designer
- Understanding the brand
- Making it happen

Chris Sampson  
Food Store Designer



■ **In-store digital media: re-inventing the retail space**

- Developments in Digital POS
- Digital Media Strategies
- Making multi-channel a reality

Fergal Downey  
Owner



## EXPERT PANEL SESSIONS

■ **Shopper Marketing**



- Sharon Yourell Lawlor, Britvic Ireland
- Padraig Staunton, HAVAS Worldwide Dublin
- Conor Callinan, The Printed Image

■ **Retail Trends**



- Chris Sampson, Marks and Spencer
- Martin Hendricken, Shop Equipment
- Pat Keating, Allied Retail Innovations and Solutions

**Members:** €70/£60

**NON-Members:** €140/£120

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## SPEAKERS

**Sharon Yourell Lawlor**  
Head of On The Go  
Britvic Ireland



Having worked in the FMCG industry for over 15 years in companies such as Mars and GSK, for the past 7 years Sharon has worked in Britvic Ireland and was Head of Britvic's Carbonates portfolio. She was responsible for the Club Orange 'Best Bits In The World' campaign in 2011, which was the most viewed Irish ad on youtube that year. In 2012, Sharon became Head of On The Go in Britvic, with responsibility for developing its On The Go (Immediate Consumption) portfolio, covering all aspects from developing the portfolio strategy to devising in store visibility.

**Dilinie Wanigaratne**  
Western Europe Category  
Development Manager  
Diageo



Dilinie Wanigaratne has experience of working across UK grocery retailers in-store, logistics and buying. Dilinie has also worked within FMCG companies in customer marketing roles such as category development and shopper marketing, in both on and off trade.

**Chris Sampson**  
Food Store Designer  
Marks and Spencer



Chris Sampson has over 30 years experience as a retail designer for stores such as Scholl and Waitrose. Chris joined M&S in 2006 as store designer for food and hospitality. He has developed new designs for wine, bakery, cheese and the introduction of the deli. The first 'all new look' store opened in 2011 and has been deemed a success becoming known as Concept11 which is currently being rolled out to all UK stores.

**Fergal Downey**  
Owner  
Touchpoint Interactive Media



Fergal is owner and founder of Touchpoint Interactive Media, a leading provider of in-store digital media solutions in the retail space. Touchpoint are at the forefront of developing concepts for the store of the future where consumers will enjoy a seamless online and offline experience. Touchpoint use their digital platform, BoscaBox, to build solutions for clients in the UK and Ireland including Vodafone, Argos, Woodies, and the NHS.

## EXPERT PANEL SESSIONS

### Discussion 1: Shopper Marketing

**Sharon Yourell Lawlor**  
Head of On The Go  
Britvic Ireland



**Padraig Staunton**  
Managing Director  
HAVAS Worldwide Dublin



**Conor Callinan**  
Sales Director, The Printed Image

Conor has over 22 years' experience in the print industry both in print management and directly, the last eight of which have been in the POP area. He is currently Sales Director of The Printed Image and works on developing innovative solutions for POP design, print and installation projects with recognised Global Brands such as Coca Cola, Heineken and Mondelez.



### Discussion 2: Retail Trends

**Chris Sampson**  
Food Store Designer  
Marks and Spencer



**Pat Keating**  
Managing Director  
Allied Retail Innovations  
& Solutions



**Martin Hendricken**  
Sales Manager - POP Division, Shop Equipment Ltd.

Martin has over 20 years experience in the display business for the FMCG sector. Having previously sold his business to Kleerex Group, he now operates the display division for Shop Equipment Ltd. Current customer base includes The National Lottery, Irish Times, Britvic, and Nestle.



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