

# SPRING SEMINAR

Thursday 25th April 2013 | 9.30am - 12.30pm  
The Commonwealth Club, 25 Northumberland Avenue, London, WC2N 5AP

POPAI'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.

## PRESENTATIONS



### ■ Recreating the B&Q store proposition

- The design journey – concept to delivery
- In-store merchandising and communications
- Initial customer feedback and results

Martin Bitmead, Retail Design Manager, B&Q



### ■ The case for sustainable P-O-P

- Case study example of the PSS Convert tool in action
- Understanding the implications and impact of our decisions
- Understanding the impact on material choice, time in-store and the P-O-P journey

Nick Widdowson, Range and Merchandising Manager, Unilever

**arken**  
creators of award winning p-o-p



### ■ POPAI Sustainability Standard (PSS)

A suppliers view

- Andrew Hemsall, arken P-O-P
- Stuart Becker, HRG

## LEGAL SURGERY

POPAI's Corporate Lawyer Paul Sampson, of solicitors SampsonLegal, will be on hand at the event to discuss any legal questions you may have around the following areas:

- Commercial issues – help with contracts, projects, franchises and disputes
- Intellectual property – help with protection, licences and infringement
- Employment and consultancy contracts
- Routine company issues – help with shareholder agreements, class shares etc

**Members:** FREE

**NON-Members:** £150

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