

SHOPPER MARKETING FOUNDATION COURSE



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

24th November | 9.30am - 4.30pm
Boots HQ, Nottingham

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.

Why attend?

- 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)
- Interactive and engaging format to maximise the learning process
- Small group breakout sessions, discussions and networking
- Learning 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 supply-side) 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.



1 The Shopper:

- Introduction to P-O-P
- Shopper versus consumer
- Understanding shopper missions
- Making sense of shopper insight
- Influencing shopper behaviour
- The connected shopper journey
- Managing digital touchpoints

2 The P-O-P Lifecycle:

- Creating P-O-P concepts
- Key design considerations in display
- P-O-P display production methods and processes
- Materials and technology development
- Retail implementation and compliance
- Managing stakeholder relationships
- Measuring success in-store
- Exploring the wider retail context

Limited to 30 delegates

BOOK NOW

Visit: popai.co.uk/education

Prices:

POP AI members - £345 +VAT

Non-members - £545 +VAT