SHOPPER
MARKETING
FOUNDATION COURSE

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.

ACCREDITED LEARNING
POPAI

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

- 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 agency-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.

Improve best practice understanding

Each capsule 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

CAPSULE 1:
The Shopper

Covering all the essentials to help you better understand today's shoppers, and the vital role that P-O-P plays in engaging them and influencing their behaviour when they are shopping.

You will explore the defining differences between shoppers and consumers. Common shopper missions will be explained, approaches to shopper insight will be discussed, then opportunities to influence behaviour in-store will be reviewed. A look at why retail marketers' thinking can no longer restricted to the four walls of a store will follow, along with the secrets to effectively managing the shopper experience through digital touchpoints in today's 'always on' world.

Units:

- 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

CAPSULE 2:
The P-O-P Lifecycle

We have combined all the P-O-P essentials of design, production, technology, retailer-supplier relationships, in-store implementation and compliance to help you improve the overall effectiveness of your future in-store activations.

Learn about how to develop a creative concept, make P-O-P activations more impactful, better design engineered and cost effective. It also covers how to work more effectively with key stakeholders involved in the P-O-P development process. Most importantly, you will explore how to measure the success of your in-store activity, enabling you to provide tangible evidence of any impact on shopper behaviour, brand objectives and retail performance.

Units:

- 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

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:
Friday 24th November, Boots HQ Nottingham

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

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