

# Strategic Visual Merchandising Program

**October 18 & 25, 2016 | 9:00 to 6:00 pm\* (REGISTRATION starts @ 8:00pm)**  
**Venue:** 22F Clermont (Oct. 18) and 5F Santa Maria (Oct. 25) Discovery Suites – 25 ADB Avenue, Ortigas Center, Pasig City

## FACILITATOR:

**Darrell Wisbey**  
Retail Mentor & Adviser

### INTRODUCTION:

This program is suited to people already working in retail and is relevant to those with roles in Visual Merchandising but also beneficial to people working in the interrelated retail functions of Buying and Store Operations where a detailed understanding of the function of Visual Merchandising is important in their decision making process.

The program is an intermediate level of engagement and participants should already understand the basics of retail. This program is also beneficial to those wanting a career path in retail visual merchandising,

Retail Formats: whilst the program covers overall visual merchandising techniques and is relevant to all retail formats it will be of particular relevance to those operating fashion stores with "shop windows".

### COURSE CONTENT:

#### DAY 1

**Session 1** - An introduction to Retail which establishes the key retail drivers and links the basic role of Visual Merchandising in the retail industry

**Session 2** - How Visual Merchandising impacts in operating a retail store from both a practical and a creative perspective including the "E's" philosophy.

**Session 3** - Overview the key elements of visual and layout merchandising: Store Layout, Planograms, Product Visual Displays, Signage and Store Windows

**Session 4** - The relevant importance of "creative" and "commercial" visual merchandising evaluation including an introduction to the "retail mathematics" of G.M.R.O.S.

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# RETAIL MASTER CLASS



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## **DAY 2**

**Session 1** - Store Layouts, Family Trees and Planograms - the functional links

**Session 2** - The basic principles of display including "the pyramid", the "golden point", "line of sight" and "flow points"

**Session 3** - Practical exercises in display techniques including the "do's" and "don't s" of visual merchandising

**Session 4** - Product displays to engage, excite and emotionally encourage the customer

## **Course Format:**

- Powerpoint presentation and experience sharing by the Facilitator
- Facilitated discussion and brainstorming among the participants
- Facilitated Q&A portion

## **Outcomes:**

1. Will gain an enhanced knowledge of the Visual Merchandising impact points in retail and the important interface with both Buying and Store Operations
2. A realistic understanding of the balance between the commercial and creative aspects of the Visual Merchandising contributions in retail growth and success.
3. Have an insight into how Visual Merchandising impacts on the critical "E's" of Engagement, Excitement, Emotional, Encouragement and Efficiency.
4. Appreciate the value of "technology" in retail display
5. Have the skills to commercially quantify the value of creative visual merchandising in retail

**WHO SHOULD ATTEND:** Visual Merchandise Managers, Store Presentation Managers, Store Planners and Planogram Managers, Store Managers, Buyers and Merchandise Planners and HR Training Managers with a role in developing in house "train the trainer" programs.

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**YES, Pls. REGISTER ME/US:** (Please fill up with complete details)

NAME	DESIGNATION	EMAIL	Contact No.

\*please attach separate form for additional attendee/s

Company: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Designation: \_\_\_\_\_ Email Add: \_\_\_\_\_

Contact number: \_\_\_\_\_ Signature: \_\_\_\_\_

### Registration Fee for a 2-DAY PROGRAM (Regular rate):

- P9, 995 for PRA Members\***                       **P11, 995 for non-PRA Members**

### Mode of Payment:

- a. Please make check payable to – **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- b. Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) OR DEPOSITED to PRA Account: Banco De Oro (BDO) – SM Megamall B Branch. **Savings Account No.: 281121451**
- c. Please FAX Deposit Slip with your Company Name to PRA for recording on or before the cut-off date (October 12, 2016).

Cancellations **received in writing** at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA @ 687-1812 / 4985 / 4181 \* email: specialprojects@philretailers.com/ncm\_philretailers@yahoo.com and look for Ivan Ray T. Verzonilla / Ms. Norie C. Martinez

- \* *Members in good standing*
- \* *AM/PM Snacks and lunch will be served*
- \* *Handouts and certificates will be provided*

**PLS. FAX TO PRA @ 636.0825 or email Ivan Ray T. Verzonilla at specialprojects@philretailers.com / ncm\_philretailers@yahoo.com**

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