

48th Retail Excellence Seminar Series

DESIGN THINKING FOR RETAIL: Building an Effective Retail Transformation Strategy with Human-Centered Design

July 31, 2019 (1:00PM-6:00PM)

VENUE: Clermont, 22nd Floor Discovery Suites Manila
25 ADB Avenue Ortigas Center, Pasig City

LEARNING PARTNER:

Mr. Rock Cleo

(Design Thinking Consultant / Visual Communication Expert)

I. BRIEF DESCRIPTION:

Design Thinking is a human-centered methodology for innovation and powerful driver of rapid brainstorming, development, decision making and learning. The 4-hr “**DESIGN SPRINT**” will enable you to apply behavioral insights and discover the human factor in innovation.

Design Thinking draws upon logic, imagination, intuition, and systematic reasoning, to explore possibilities of what could be and to create desired outcomes that benefit the end user (the customer). A “**DESIGN MINDSET**” is not problem-focused; its solution-focused, and action-oriented. It involves both analysis and imagination.

II. OBJECTIVES:

At the end of the program, you will be able to learn:

- Understand and apply concepts of Design Thinking to innovation projects
- Understand and use Design Thinking tools
- Carry out prototyping of a proposed innovation concept
- Will enable you to use “Behavioral Insights”

III. COURSE OUTLINE

- Knowledge Sharing
- Generating Ideas thru “Sketch”
- Decision-making
- Prototyping
- Moment of Truth!

IV. WHO SHOULD ATTEND

This seminar is designed to know how to apply Design Thinking in their work:

- ✓ Consultants
- ✓ HR / Training Managers
- ✓ Creative Managers
- ✓ Visual Merchandise Managers
- ✓ Marketing Managers
- ✓ Brand Managers
- ✓ Product Managers
- ✓ Digital Marketing Managers
- ✓ Retail Store Operation Managers
- ✓ Business Development Managers
- ✓ Customer Experience Managers
- ✓ Store Planners
- ✓ Strategists
- ✓ Graphic Designers

V. LEARN FROM THE EXPERT:

Mr. Rock Cleo (Design Thinking Consultant / Visual Communication Expert)

After 16 years of working in the corporate world, he is now doing what he loves. Focusing his own businesses. Rock Cleo is the Founder of ThinkBN – a Design & Innovation Consultancy Firm. It runs public and in-house workshops, Founder of Washboi Waterless Carwash – a green revolution of carwashing that saves 77 gal. of water per carwash and Founder of Kiokki Unlimited – a subscription-based Creative Process Outsourcing - a human-centered design specialists that provides unlimited design.

He has 5 years experience in Design Thinking which helped him to build the structure for the Creatives Team of the biggest retail company in the Philippines, The SM Store. His works include strategic design, driving organizational transformation and human-centered visual communication. Serving 32 departments and 63 branches nationwide, he managed to deliver all marketing services from his in-house creative team in just a year.

He's conducting Design Thinking Workshops for SME's, Start-Ups, Customer Experience Innovations, Production Innovations and Design Thinking Life. He completed his units in Mechanical Engineering but found his calling in Advertising and PR, and earned a degree for said course at the Polytechnic University of the Philippines. He took up Design Thinking at National University of Singapore.

Rock Cleo worked at SM Retail, Inc. as Creative Head, Summit Media as Senior Art Director, Avon Philippines and Hinge Inquirer as Art Director and One Mega Magazine as Graphic Artist.

He's part of the Strategic Team that indeed and implemented program that won back-to-back Anvil Awards 2018 and 2019.

48th RetailEXL: “DESIGN THINKING FOR RETAIL”

YES, PLEASE REGISTER ME/US (Please complete all information required below)

NAME	DESIGNATION	E-MAIL	CONTACT NO.

*please attach separate form for additional attendee/s

Company: _____

Authorized By: _____

Designation: _____ Email Address: _____

Contact Number: _____ Signature: _____

REGISTRATION FEE

	Early Bird Rate (if paid on/before July 30, 2019)	Regular Rate (if paid on July 31, 2019)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
*5% Discount for group of 5 or more		

***Members in good standing; Heavy merienda will be served; Certificates will be provided.**

Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- 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: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before July 30, 2019

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.

By accomplishing this registration form and by affixing my signature to it, I hereby give my consent to the PRA that the personal data I disclosed here will be collected and used for the purposes of processing my registration at the PRA Seminars, as well as for the programme delivery involved with the above events, in accordance with the Personal Data Protection Act of 2012 and all subsidiary laws related thereto.

I certify that the information provided in this registration form are true and correct to the best of my personal knowledge. I understand that, once registered, a falsified statement on this form shall be considered ground for revocation of my registration for the PRA Seminars and participation in other PRA events.

I authorize PRA to inquire on and verify all information and representation I have provided in this registration form. In addition, I hereby release PRA from any and all claims, demands, or liabilities that are in anyway related to such inquiry or verification.

I also give my consent to PRA to send me invitations to future events, as well as invitations to participate in online surveys, as well as marketing and promotional activities on social media.

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at
specialprojects@philretailers.com / ncm_philretailers@yahoo.com
ON OR BEFORE July 31, 2019.

For more events/activities, visit www.philretailers.com.