

38th RetailEX: Visual Merchandising 360° - Constancy and Change

February 23, 2018 (9:00AM-5:00P,)

5th Floor Nostalg 1 & 2, Joy-Nostalg Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center, Pasig City

RESOURCE SPEAKERS / PARTNERS:

Principal & Creative Director, Springtime Design - Mr. Chris Dingcong

Co-Founder and Director, Springtime Design - Ms. Janice Kwan

Intense competition, proliferation of brands, digitalization, acceleration of trends and its products to market, engagement and the experiential encounters that influences your target audience and affects your bottom line - ALL point to CHANGE as a constant in our digitalized world.

Nevertheless, offline or online, there still remains certain fundamentals or constants that never change. And among them is your BRAND, the most important key to the success of your retail strategy. It is the Alpha and the Omega of every retailer, the entry point that communicates and CONNECTS you to your customers, completes the sale and builds the kind of relationships and experiences you need to bring them back into your retail business, again and again.

Visual Merchandising 360° and its workshops will clarify step by step, the often misunderstood concept and role of WHAT VM is, WHY we need it and HOW VM can keep pace with fast changing and new technologies, lifestyles and trends.

Our full day talk will cover the subjects listed below with hands on, interactive workshops and discussions:

1. The One Constant – Your Brand

- Defining your Brand's fundamentals by:
Identifying your Brand's core attributes – Who you are.
- How are you expressing your Brand?
Understanding the strengths of your branding components in expressing who you are.

2. Applications for Effective In-store Communications

- Applying them in your store design, marketing communications, campaigns, POS and product displays – How are you communicating your 'Brand' story to your customers?
- Connecting touch points between you and your customers – What you are and why.

3. Visual Merchandising: Yesterday, Today & Tomorrow

- What is VM?
- Do we Need VM and Why?
- How VM can keep pace with fast changing and new technologies, lifestyles and trends?

WHO SHOULD ATTEND

Visual Merchandising Managers, In-store Communications Managers, Retail Marketing Directors/Managers, Brand Owners, Product Managers, Store Planning Managers including trainees and/or staff involved in retail design, branding, in-store marketing, in-store communications and visual merchandising.

Visual Merchandising 360° - Constancy and Change

YES, PLEASE REGISTER ME/US (Please fill up with complete details):

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 February 21, 2018)	Regular Rate (if paid on February 22, 2018)
PRA Member	Php 5,950	Php 6,950
Non-PRA Member	Php 6,950	Php 7,950
*5% Discount for group of 5 or more		

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 February 22, 2018.

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 at 687-4181* email at specialprojects@philretailers.com / ncm_philretailers@yahoo.com and look for Ivan or Norie.

FIRST COME, FIRST SERVED!

- *Members in good standing
- *AM/PM Snacks and Lunch will be served
- *Certificates will be provided
- * Handouts (Softcopy) will be provided after the seminar

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at specialprojects@philretailers.com/ncm_philretailers@yahoo.com

ON OR BEFORE FEB 22, 2018