

# **43<sup>rd</sup> Retail Excellence Seminar Series**

## **1<sup>st</sup> Shopper Marketing Seminar**

### ***On the Racks: Influencing Purchase Decision***

**September 26, 2018 (1:00PM-6:00PM)**

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

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#### **RESOURCE SPEAKER:**

**Mr. Raj Afile**

**Shopper Communications Practitioner**

#### **DESCRIPTION:**

Is it enough to have a great product to get noticed and get brand loyalty? In the sea of products and innovations how do we speak to prospective buyers to pick us and not the other brand? Do we confuse shoppers more by bombarding them with too much information about the product, which makes them delay the actual purchase?

In this assembly, we will try to check current practices, learn from them and how much more can we push the bar of effective shopper communication.

#### **OUTLINE:**

- I. Why do we need to communicate?
  - a. Right information needed to engage
  - b. Strategic location to talk
  - c. Impulse vs. Planned Purchase
  
- II. Product Relevance
  - a. Consumer Affinity
  - b. How can we engage them?
  
- III. Anatomy of Retail Communication
  - a. Messaging Strategy
  - b. Creative Execution

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#### **WHO SHOULD ATTEND**

Business Owners, Managing Directors, Presidents, Chief Executive Officers, Retail Operators, Marketing Managers, Brand Managers, Product Managers, Merchandising, Shopper Communications Officers, etc.

## 43<sup>rd</sup> RetailEXL: 1<sup>st</sup> SHOPPER MARKETING SEMINAR

### On the Racks: Influencing Purchase Decision

**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 September 24, 2018)	Regular Rate (if paid on September 25, 2018)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
<b>*5% Discount for group of 5 or more</b>		

#### 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 September 25, 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](mailto:specialprojects@philretailers.com) / [ncm\\_philretailers@yahoo.com](mailto:ncm_philretailers@yahoo.com) and look for Ivan or Norie.

#### FIRST COME, FIRST SERVED!

- \*Members in good standing
- \*Heavy merienda will be served
- \*Certificates will be provided
- \* Handouts will be provided after the seminar

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at [specialprojects@philretailers.com](mailto:specialprojects@philretailers.com) / [ncm\\_philretailers@yahoo.com](mailto:ncm_philretailers@yahoo.com)  
**ON OR BEFORE September 25, 2018**