

Window & Interior Display



How to deliver creative, strong and impactful window and interior displays

This one day workshop will deliver an understanding of how window and in-store displays can activate a space, make it visually compelling, engage the customer, increase dwell time and increase sales. You will learn how to enhance your window display so that customers become naturally curious and entering your store becomes a 'must'. The first 30 seconds from when a customer enters your store are crucial in influencing their buying decision.

- ✓ Learn how to think like a brand, not just as a store
- ✓ Discover how to re-invent and refresh your space instantly with new displays
- ✓ Discover how a few key props or products can create the wow factor
- ✓ Become informed on how to plan for seasonal and promotional displays and save money and time by advance planning
- ✓ Acquire the expertise to create inspirational window and interior displays by revitalising existing props
- ✓ Create a unique experience for your customer which sets you above the competition and makes it compelling for the customer to shop
- ✓ Leave with a wealth of inspiration as well as information on how to source props and material for displays

About the Trainer: Lara Snider is an international Design Consultant specialising in Visual Merchandising, Display, Store Design and Aesthetic Training. Lara has worked with Ralph Lauren as Style Manager in their NYC showrooms and as Head of VM & Store Design with Hobbs (UK). It is her belief that customer dwell time, repeat custom, and the ultimate success of sales are due largely to brand perception and store environment. Lara encourages retailers to think differently and make educated and courageous choices to improve their brand identity. She is confident that with the right training, every retailer can find their 'critical eye' to wow their customers and boost sales. Most recently Lara worked as design consultant for stores across Ireland, on and off screen, for Feargal Quinn's Retail Therapy show on RTE.

WHO SHOULD ATTEND | FEE

Team Members responsible for Window and Interior Display
Limited to 25 Places | Cost to REI Members - €195

DETAILS

Where Crowne Plaza Blanchardstown Hotel | Blanchardstown | Dublin 15

When: Tuesday 6th March

Time: 09.00 - 16.30

Payment: Please post, e-mail or fax this Booking Form accompanied by payment details on or before Friday 24th February to:

Post: REI | 1 Barrack Street | Ennis | Co Clare. **Email:** helen@retailexcellence.ie | **Fax:** 065 6892451 | **Tel:** 065 6846927

- Payment must be made in full in advance of programme commencement. Credit card payment is accepted.
- All cancellations must be made in writing to REI one week prior to programme commencement. No fees will be reimbursed after this date.
- Delegate substitution may be made at anytime.

COMPANY:

DELEGATE TO ATTEND (1):

CONTACT EMAIL | MOBILE:

Kindly Supported by:

