



Increase your online sales this Cyber Week with targeted training *Retail Excellence & Ve Global to help retailers prepare for Cyber Week 2018*

Retail Excellence in partnership with Ve Global will host a Cyber Week Workshop on Tuesday 16th October to equip retailers to be fully prepared to take advantage of the annual shopping craze. Every year this shopping festival continues to grow with thousands of discerning shoppers going online to bag the best possible bargain.

Cyber Week, which encompasses Black Friday and Cyber Monday, has now become one of the busiest shopping periods of the year both in-store and online. This year, Black Friday falls on November 23rd followed by Cyber Monday on November 26th. Traditionally seen as an American fad, centred around Thanksgiving, more and more retailers and consumers in Ireland and across Europe have embraced this shopping phenomenon which is leading to the elongation of the Christmas shopping period.

Last year, some pharmacies in Ireland reported increased sales of up to 60% YOY during Cyber Week, Logistics companies saw increases of almost 40% YOY with Cosmetics, Electronics, Technology and Fashion stores realising sales increases of between 20% and 60%. Such strong figures are a result of investment by retailers in cutting edge digital marketing campaigns as well as utilising the supports provided by the Retail Excellence eCommerce Committee throughout the year.

The workshop will cost €95 and will feature speakers who will advise and guide retailers on how to maximise sales by understanding consumer behaviour, threats, trends, new technology and the importance of trust in driving footfall in-store and online during Cyber Week.

Commenting on the workshop, Lorraine Higgins, CEO of Retail Excellence said “Our Cyber Week Workshop in partnership with Ve Global, will provide retailers with a unique opportunity to hear and learn from some of the most progressive and knowledgeable players across such sectors as logistics, risk management, technology and finance which will help them in their operations. It is vitally important for retailers to maximise the opportunity presented by both Black Friday and Cyber Monday this year.”

Brian O’Keefe of Ve Global said “We are extremely proud to partner with Retail Excellence for this year’s Cyber Week Workshop. With an agenda packed full of insightful workshops, attendees can expect to gain unique insights and tips that they can put into action ahead of one of the most important weeks in the retail calendar. We hope to see as many retailers there as possible to discuss how we can make this Cyber Week one to remember for Irish ecommerce.”

The Cyber Week Workshop will take place in Dog Patch Labs, The CHQ Building, Dublin 1 on Tuesday 16th October with registration from 8.30am. For more information and to book visit www.retailexcellence.ie.