



The Shop! Professional Development Series (PDS) is a 7 event learning and networking program held across Sydney and Melbourne, featuring speakers and topics across the gamut of retail marketing.

This hugely successful series is an oft-cited highlight of the Shop! offering, attracting up to 100 people at Sydney events and 50 at Melbourne events.

In 2024, the Series will see 4 physical Sydney events and 3 physical Melbourne events throughout the year. The format comprised 30 minutes of networking along with light refreshments, followed by a one hour presentation on a topic directly relevant to the retail marketing sector. Events will be predominately held from 9:30am to 11am, with one Sydney event proposed to run in conjunction with the Shop! ANZ AGM as a late afternoon drinks and canapes event.

Attendees not only have the opportunity to network and catch up with industry colleagues, but also take away targeted insights a knowledge – learning opportunities in the retail marketing specific sector are few and far between beyond Shop! ANZ events, given the niche nature of the industry.

Professional Development events are suitable for any level or corner of the industry, from POS manufacturers and designers, to brands, agencies and retailers, with a mix of these key pillars of our industry in attendance, as well as many other related businesses and roles.

For Partners, these events represent a powerful opportunity to showcase their brand, network with attendees, invite along and educate staff and clients, and market your offer to senior and future industry leaders. Four PDS partnerships only are available, providing representation at all PDS events.

Total investment: \$6500 + GST

For the sponsorship rights and benefits of 7 Shop! ANZ Professional Development Series events across Sydney and Melbourne in 2024.

WHO ATTENDS?

Previous companies in attendance:

100th Monkey	Coty	GSK Consumer Healthcare	Ogilvy	Swarovski
<u>31st Second</u>	Clemenger BBDO	Gush Creative	One Partners	Swiss Wellness
Accolade Wines	Danone	Henkel	Pale Blue Dot	TAFE NSW
ACRS	Dashing	HH Global	Parmalat	The Good Guys
Active Display Group	Deloitte	HP	Proctor & Gamble	The Idea Shed
AFI Branding	Diageo	Id8 Studio	PepsiCo	Total Marketing Support
Alcon	Disney	Immediate	Pernod Ricard	The Mix Agency
Allied Mills	Dulux	Indava	Proctor & Gamble	The Round Table Communications
Ara Foods	Dynamix	Instiga	Qantas Loyalty	Toyota
Bamboo Marketing	Ergo Asia	IRI Worldwide	Red Bull	Traffic Group
Barbeques Galore	Evo Agency	Kantar Retail	Retail Safari	TRO Australia
Bayer	Extravert	Koji	Revlon	Treasury Wine Estates
Because Australia	Ferrero	Landor	Rotor Studios	Unilever
BJ Ball	FiftyFive5	Lithocraft	Qora Group	

PDS SPONSOR PACKAGE INCLUSIONS

COMMUNICATION MEDIUM	FREQUENCY	AUDIENCE	SPONSOR BENEFIT
POP AI E-news	Min. 14 dedicated PDS EDMs in 2024	6000+ members & non-member POPAI database	<ul style="list-style-type: none"> •Primary logo, written acknowledgement and click through on individual event promotion •Company specific profile on at least 1 EDM
POP AI Website	Always on	6000+ members & non-member POPAI database	<ul style="list-style-type: none"> •Primary logo sponsor, written acknowledgement and click through
Event booking site	6 weeks prior to each event	Members and <u>general public</u>	<ul style="list-style-type: none"> •Primary logo sponsor, written acknowledgement and click through
Event Signage	At individual events - 7 events	Attendees Sydney 70- 100 pax <u>Melb 40-60 pax</u>	<ul style="list-style-type: none"> •Sponsor's own banner at sponsored event
Event Collateral	At individual events - 7 events	Attendees Sydney 70- 00 pax <u>Melb 40-60 pax</u>	<ul style="list-style-type: none"> •Own flyers or marketing collateral in gift bags for attendees at sponsored events
Event presentations	At individual events - 7 events	Attendees Sydney 70- 00 pax <u>Melb 40-60 pax</u>	<ul style="list-style-type: none"> •Logo on opening and closing slides •Verbal acknowledgment in Shop! intro & outro at sponsored event •Opportunity to present your business offer in person or via video for one and a half minutes at each event
FOC tickets Total 28 tickets (valued at \$2380)	At each event - 7 events	Sponsor partners & staff	<ul style="list-style-type: none"> • 4 x FOC tickets to each sponsored event (7 in total in 2024 = \$2380 in value) Tickets may be used for clients etc
PR/ <u>Comms Media</u>	Media partnership with Retail Media Additional coverage in other trade press as available	Audience reach more than 14,000	<ul style="list-style-type: none"> •Event attendance and coverage by leading industry media as available •Logo on Shop! ANZ annual member event calendar

2024 PDS TIMETABLE

EVENT	DATE	VENUE	FORECAST ATTENDANCE	ATTENDEE TARGET MARKET
Professional Development Series KELLOGG ON ECO POS Patricia Kresojevic, Kellogg Roxana <u>Randau</u> , ID POP	Tues 27 Feb 9:30am-11am	SYDNEY	60-100 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
Professional Development Series TBC – DIGITAL NOW	Tues 14 May Wed 15 May 9:30am-11am	SYDNEY MELBOURNE	60-100 pax 40-70 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
Professional Development Series GLOBAL TRENDS - THE BEST OF SHOP! MARKETPLACE Nichola Clannachan, Shop! ANZ	Thurs 26 July 3:30pm-5:30pm Tues 30 July 9:30am-11am	SYDNEY MELBOURNE	60-100 pax 40-70 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
Professional Development Breakfast The 101 of POP	Tues 12 Nov 9:30am-11am Wed 13 Nov 9:30am-11am	SYDNEY MELBOURNE	60-100 pax 40-70 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers

For more information or to secure your 2024 PDS Partnership, email Carla Bridge, carla@shopassociation.org.au; or Nichola Clannachan, nichola@shopassociation.com.au; or phone 02 9281 2630.