

2019

shop!

Marketing at Retail Summit

Retail Marketing's One Stop Shop

**Thursday
12 September
8am-3pm**

**Doltone House
Jones Bay Wharf,
Pyrmont, NSW**

**A day for every
Retail Marketing
professional
covering:**

**Retail Experience
Retail Marketing
Research & Insights
Trend Forecasting
Case Studies
Best Practice Pop Displays**

**with guest
speakers**

**Woolworths
Shopper Intelligence
Nestle Confectionery
Constellation Brands
Storelab
Campbell Arnott's
IRI
Because
McCartney Design
Shop! ANZ**

Bookings: shopassociation.org.au/2019Summit

Lineup: shopassociation.org.au/2019-marketing-retail-summit-speakers

Phone: +61 (2) 9281 2630 or email: shop@shopassociation.org.au

**2019 Major
Summit
Partners:**



IRI
Growth delivered.

POP this POP that
AWARD WINNING DISPLAY AND PACKAGING EXPERTS



2019 Marketing at Retail Summit Lineup



IRI, Daniel Bone

"What's next for the FMCG industry?" This presentation will shed light on the trends and issues that IRI are forecasting that will make the biggest impact on the FMCG industry.



Nestle Confectionery, David Kinder

David will talk about the creation, development & execution of world first KITKAT Studio Concept Store and Innovation in the Confectionery and Snack food sectors.



Storelab's Dean Hindman, with Rob Lawson, Campbell Arnott's

How technology like VR is changing the shape of the shopper conversation. This exciting presentation will demonstrate real life application's using VR, AR and MR.



Because, Gareth Brock

Blockchain Technology. Blockchain has the power to completely revolutionise the way we market brands and is an entirely new method of documenting digital assets.



Shopper Intelligence's Simon Ford with Rachel Mumford, Woolworths

How a retailer thinks. How should you engage them? This presentation will address how you can add value back into a retail environment by putting the shopper first.



McCartney Design, Gary McCartney

Designer of Flagship BP and Super Cheap Auto stores, Gary will present case studies on these stores as well as instore trends across Australia and Europe.



Constellation Brands, Samantha Benney

How Constellation Brands, international producer and marketer of beer, wine and spirits, plans to build its global brands in the Australian market; through an increased shopper activation, disruption and brand awareness calendar.



Shop! ANZ, Zita Watkin

A look through 2019's big Global Trends in POP Display and Visual Merchandising. Case studies showing how design and marketing can work together to create memorable impact at point of purchase.

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