



**Professional
Development Series**

PARTNERSHIPS



About Shop! ANZ.

Shop! is a global, not for profit industry association and the exclusive voice for Australian and New Zealand retail marketers, advocating for excellence in retail marketing and experience.

Shop! ANZ offers members tailored events, tools, research, networking and an annual Awards program dedicated to the disciplines that make up the retail marketing sector. Our community of members brings together shopper, omni-channel, point of sale and commerce marketing professionals in an effort to improve and strengthen the local industry.

As part of a network of global Shop! and POPAI chapters, Shop! ANZ brings global best practice events intelligence, resources, recognition and networking to our members.

Shop! provides members with a practical tool kit, tailored to the Retail Marketing professional.

This document details our highly successful annual Professional Development Series 2025 Partnerships.

For more information, or to secure your 2025 SHop! ANZ PDS Partnership, contact Shop! ANZ GM, Carla Bridge on 0412 727 774 or email carla@shopassociation.org.au or Nichola Clannachan, nichola@shopassociation.org.au.



The Shop! ANZ Annual Professional Development Series.

The Shop! Professional Development Series (PDS) is a 7 event learning and networking program hosted by Shop! ANZ and held in 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! ANZ offering, attracting up to 100 people at Sydney events and 50 at Melbourne events.

In 2025, the Series will see 4 physical Sydney events and 3 physical Melbourne events throughout the year. The format comprises of 30 minutes of networking accompanied by light refreshments, followed by an one hour presentation on a topic directly relevant to the retail marketing sector.

Events are predominately held from 9:30am to 11am, with the potential for one Sydney event to run in conjunction with the Shop! ANZ AGM as a late afternoon drinks and canapes event.

With learning opportunities specific to the retail marketing sector few and far between beyond Shop! ANZ events, attendees not only have a chance to network and catch up with clients or industry colleagues outside the office, but to take away targeted insights and knowledge.

These events provide an intimate and open forum for sharing of case studies, insights, and experiences for our industry niche.

Our PDS 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 our Partners, these events represent a powerful opportunity to showcase your brand, meet and network with attendees, invite along and educate staff and clients, and market your offer to junior, senior and future industry leaders. In 2025 we are offering just three exclusive PDS partnerships, providing representation at all PDS events, in addition year round exposure via the Shop! ANZ website and all related PDS event EDMs.

Total investment: \$8000 + GST

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

The Audience.

Attendees to Shop! ANZ's PDS series are from a diverse range of companies, backgrounds and industry sectors, with demographics fluid depending on topics, speakers and location.

In general, these events attract two main type of guests - shopper, trade, activations and brand managers from key brand manufacturers (with a slight slant towards FMCG brands, for example, Nestle), and account executives, managers and directors from a diverse range of agencies (those who put campaigns together for clients).

In Sydney, audiences at each event in 2024 were typically around 60 pax, and approx 35 pax in Melbourne. A snap shot of some of the companies in attendance over our 2024 PDS events can be found below,

2025 PDS audience snapshot (by company)

ID POP	Campari	Simplot
Nestle	Mars United	Styleprint
Kellogg	Crossmark	Masterpet
Colgate-Palmolive	Pernod-Ricard	Acco Group
Optus	Centrum Group	Woolworths
Blackmores	Haleon	George Weston Foods
IVE Group	The Mix Agency	31st Second
PepsiCo	Australian Liquor Marketers (ALM)	VML
Think Display	Opal Speciality Packaging	Arc Worldwide
CPM	Clorox	What to Do
Conversion Group	Activation Union	AMONG MANY OTHERS

PDS Partner inclusions.

Medium	Frequency	Audience	Partner Benefit
Shop! e-news & EDMS	Minimum of 14 (Approx, 20) PDS EDMs in 2025	3500+ Shop! ANZ database	Primary logo, written acknowledgement and click through on individual event promotion Company-specific profile on one EDM
Shop! ANZ website	Always on	All website traffic (XX impressions per month)	Primary logo, written acknowledgment and click through
Event booking pages	6 weeks prior to each event	Members & general public	Primary logo, written acknowledgment and click through
Event signage	At individual events - 7 events	Syd: 60-100 pax Melb: 30-60 pax	Sponsor may provide own banner at each event
Event collateral	At individual events - 7 events	Syd: 60-100 pax Melb: 30-60 pax	Own flyer, gift bag or promotional item at 1 event (syd & Melb) in 2025
Event presentations	At individual events - 7 events	Syd: 60-100 pax Melb: 30-60 pax	Logo on opening & closing slides; verbal acknowledgement in intro & outro; 1 minute supplied video shown at each 2025 event
FOC tickets (Total 28 tickets)	Each event - 7 events	Sponsor staff & clients	4 x tickets to each 2025 event - tickets may be used for clients, partners, staff etc (total value \$2520)



2025 PDS calendar.

Topic	Date	Venue
State of Retail Marketing Neilsen IQ & Shop! ANZ	Tues 25 February, 2025 9:30am-11am	Barrangaroo, Sydney
State of Retail Marketing Neilsen IQ & Shop! ANZ	Wed 26 February, 2025 9:30am-11am	Southbank, Melbourne
The role of off-location displays: Salience and what shoppers do and don't see Norrelle Goldring, Tgarage	Tues 27 May, 2025 9:30am-11am	Barangaroo, Sydney
The role of off-location displays: Salience and what shoppers do and don't see Norrelle Goldring, Tgarage	Tues 28 May, 2025 9:30am-11am	Southbank, Melbourne
Brands Speak Brand-focused topic & speaker TBC	Tues 22 July, 2025 (TBC)	Southbank Melbourne
Brands Speak Brand-focused topic & speaker TBC	Thurs 31 July, 2025 (TBC)	Sydney (venue TBC)
Topic & speaker TBC	Tuesday 11 November, 2025 (TBC)	Southbank, Melbourne
Topic & speaker TBC	Tuesday 25 November, 2025 (TBC)	Barangaroo, Sydney

Potential for 8th event in 2025, TBC. 8th event will be added free of charge for 2025 PDS partners should this be the case. Minimum 7 events in 2025.