

shop! 2021!

Australia & New Zealand



MEMBERSHIP

Let's talk Shop!

Australia & New Zealand
shop!

Shop! is the only global, not for profit industry association exclusively advocating for excellence in shopper marketing and retail experience.

The Australian and New Zealand chapter of Shop! offers events, tools, networking and an annual Awards program dedicated to the disciplines that make up the retail marketing sector.

With 17 offices covering 45 countries and over 1700 member companies worldwide, Shop! brings global best practice intelligence, resources, recognition and networking to our members.

Shop! provides members with a practical toolkit, tailored for the Retail Marketing professional.

**awards &
recognition**



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**events &
networking**



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**training &
education**



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**research &
insights**



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**tools &
advertising**



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awards & recognition

Awards & Profiling Opportunities

- Award entry discounts
- Invitation to judge awards and receive industry recognition and promotion
- Sponsor Shop! Retail Marketing Awards and receive 6 months promotion and free tickets / table at the annual Gala Dinner
- Opportunity to join the Shop! Board of Directors
- Complimentary opportunities to promote business announcements and new products





events & networking

FREE & Discounted Events

- Discounted tickets to Annual Retail Marketing Awards Gala Dinner
- Professional Development Series (PDS) Breakfasts : 8 events in Melbourne & Sydney (50% discount)
- PDS Webinars (Free to members)
- Discounted tickets to Annual Retail Marketing Conference: 2 mornings of insights and case studies delivered by Retail Marketing Specialists
- Free mid-year networking and drinks evening
- Triennial EuroShop delegation including access to store tours and Shop! events
- Global Events and accommodation discounts





training & education

FREE Education & Training

RETAIL TRENDS & INSPIRATION PRESENTATION

- Annual on site or virtual presentations
- Free 45 minute presentation
Host a 'lunch and learn' style event. Educate and inspire your team!
- **Best of:** Retail experience | Shopper marketing activations | Visual merchandising
- Shop! Best Practice Awards Case Studies

SHOPPER MARKETING FUNDAMENTALS e COURSE

Free to all employees: An introductory online course which provides an understanding of the fundamentals of shopper marketing across 5 self paced modules. Course topics include definitions, retail objectives, POP drivers, the path to purchase and shopper behaviour.

Course modules:

1. Shopper Marketing Definitions
2. Understanding Retail Objectives
3. Point of Purchase (POP) Drivers
4. Path to Purchase
5. Shopper Behaviour





research & insights

FREE Research & Insights

- **Shop! Podcast Series** Listen to industry experts discuss a range of topical themes from sustainability to defining the next normal
- **Shop! Global 'Storedits'** Seasonal global visual reports & research
- **Shop! ANZ 'Storedits'** Seasonal local visual reports & research
- **White papers** Relevant industry topics including Sustainability, ROI on POP Display, International Insights and Trends
- **State of Retail Marketing Survey** Triennial Industry Benchmarking Survey and Study (next released in September 2021)





tools & advertising

EXCLUSIVE Member Tools, Advertising & Promotional Opportunities

- **'POP Search Engine'** Global POP & retail display downloadable photos. Access more than 4,000 images.
- **'Advertising Hub'** The Shop! Advertising Hub is exclusive Homepage banner advertising that has been designed to promote your business and products at front and centre
- **Retail World Advertising** 25% off casual advertising rates
- **Legal advice** 5 minute call with legal partner DVM Law
- **Annual Awards Guide** 2 hard copies including case studies of all entries
- **Annual Subscription** Retail World, Convenience World (print and digital)
- **Jobs & Careers board** Post your job on shopassociation.org.au
- **Member Directory** Inclusion in searchable member services directory
- **Member Credentials** Badge to use on emails, website and business collateral





shop!

membership savings

AWARDS

- Shop! ANZ Retail Marketing Awards > \$200 discount on each award entry
- Retail Marketing Awards Gala Dinner > \$1000 discount per table / \$100 discount per ticket

CONFERENCE

- Shop! ANZ Retail Marketing Conference > 2 mornings of insights and best practice case studies delivered by Retail Marketing specialists. \$149 discount on each ticket

EDUCATION & TRAINING

- Retail Trends & Inspiration Presentation > Annual on site or virtual. One free 45 minute presentation for member teams. Non member price \$500 +gst
- Shopper Marketing Fundamentals e course > Free to all individuals at member company. Non member price \$295 +gst
- PDS Webinars > Free to members
- PDS Breakfasts 50% discount

Australia & New Zealand
shop! 12 Month
CORPORATE MEMBERSHIP

AU **\$2,500** +GST

UNLIMITED STAFF

For a full list of membership inclusions go to shopassociation.org.au/membership/benefits

 **@Shopassn**

 **@Shopassn**

 **@ShopAssnANZ**

 **@ShopAssnANZ**

 **shop@shopassociation.org.au**

 **www.shopassociation.org.au**

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