



**SHOPABILITY**

Standout Strategies: Shopper & Store

**POP**  **PAI**  
THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL  
AUSTRALIA & NEW ZEALAND

Supported by:

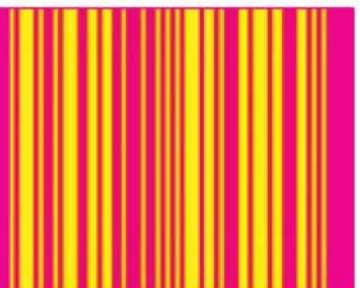
**TORCHMEDIA.**

## Invitation: Findings Workshop

What it means for you... and where to from here

Wed Sept 22, Sydney Convention Centre

Shopper Marketing: The Journey Begins  
POP/SHOPABILITY SHOPPER MARKETING  
INDUSTRY - BENCHMARK SURVEY 2010



- Leverage the learning from Australia's first Shopper Marketing Industry Benchmark Study
- Harness the findings with implications and actions to move forward
- Participate in the industry discussion as solutions and frameworks are canvassed
- Be at the forefront of developments

*If you want to know about the state of play in Shopper Marketing, please join us for a key industry discussion and applications workshop on the findings of the first Australian Shopper Marketing Industry Benchmark Study.*

This workshop is designed for people working in FMCG, retail and related agency suppliers with responsibility for, alliance to or interest in Shopper Marketing.

It has also been developed for participants in the Survey who want to gain the most out of the summaries they have received.

#### On the agenda:

- The scope of possibilities emerging from the findings, including implications, opportunities, plans to move forward, and some initial solutions and frameworks development
- Discussion of results for those who did not participate in the survey
- Group / industry workshop of findings implications and applications

#### \$395 standard price

**\$325 for POPAI members and Survey participants** (individuals, not companies)

#### Includes:

- Copy of the full report, valued at \$495 (emailed in pdf format along with workshop outputs)
- Sector specific (manufacturer, retailer, agency) report summary valued at \$95
- Presentation and groupwork of implications and opportunities
- Summary of workshop outputs (to be emailed subsequent to workshop)
- Refreshments.

RSVP by emailing [popai@popai.com.au](mailto:popai@popai.com.au) with "Shopper Marketing workshop RSVP" in the headline

Or

Book online - <http://www.popai.com.au/Events/September-2010/Shopper-Marketing-Research-Findings-Workshop.aspx>

**Wednesday 22 September, 2010**

**Half day seminar/workshop  
9am – 12 noon  
(8.30am for 9am start)**

**Bayside Terrace Room,  
Sydney Convention &  
Exhibition Centre  
Darling Harbour**

**Held as part of the Retail  
and Marketing at Retail  
Expos**