

Inspiring and Creative Retail Display

Making the most of the Christmas trading period



Presented by Roz Wren

The Workshop

Creatively presented merchandise is essential in retailing - it's worth spending time and resources to get it right. This workshop will help retailers create a stunning Christmas window and/or interior display that will reinforce their branding, promote their businesses and create a vibrant streetscape for their area.

Topics covered;

- Why visual merchandising is important.
- The fundamentals of an effective seasonal display.
- Tips and tricks of installation and tree dressing.
- Display and Christmas products suppliers/wholesalers.
- Demonstrations of grouping, gift wrapping and bow tying.

Roz Wren trained in Retail Display and Exhibition Design. She previously worked as a window dresser in London's Jaeger and Selfridges for ten years before moving to Hobart into Fitzgeralds' display department and teaching at TAFE.

Date: Wednesday 8th September 20 10

Time: 6:30 to 8:30 pm (refreshments from 6:00pm)

Venue: Churchill Room, Salamanca Inn, Salamanca Place, HOBART

Cost: \$20 per person