



## “VISUAL PRESENTATION EXCELLENCE” (2 HOURS)

**Audience and Venue:** Suitable for all team members who handle or sell merchandise (Note: It is essential that managers / decision makers on fixtures and fittings participate). As it includes a ‘walk around’ aspect, it is best run in individual stores when they are not trading.

This program inspires teams to excellence in all aspects of visual presentation in retail. The program was developed especially for AW by one of Australia's leading visual presentation specialists. Carol Jenner has over 30 years experience in the field as a practitioner, trainer and consultant. She has headed visual presentation teams for some of Australia's leading department stores and retail chains including Myer (Melbourne), Just Jeans and Sussan as well as Debenhams (London). The program is presented by specialist visual merchandising trainers in each state.

“**Visual Presentation Excellence**” is primarily an ‘awareness program’ highlighting all aspects of visual presentation and its impact on sales. It provides participants with the do's and don'ts of all aspects of visual presentation and instills visual standards and disciplines.

Specific topics covered include:

- Store Image and Product Mix
- The Store Ambience and all the components that contribute to that
- Prime Visual Locations
- Visual Hot Spots
- Product Positioning
- Proximities
- Lighting
- Product Maintenance
- Safe Practices with Visual Presentation
- Visual Standards and Disciplines

A comprehensive workbook is provided for working through during the training program, reinforcement of the learning after the program and for future reference.

The program works very well when ‘paired’ with “**Dynamic Display Techniques**” (see separate overview). There is a ‘synergy’ created that will ‘inspire’ your team to excellence in these two areas. Complementary to these programs is our “**Visual Audit**” service (see separate overview) either before and/or after the training.

### TESTIMONIAL

“Gave me great new ideas, made me more aware of my visual surrounds, helped me re-think displays and reinforced the need to keep things fresh.”

Pharmacy Assistant, Burleigh Heads, QLD