



## “DYNAMIC DISPLAY TECHNIQUES” (2 HOURS)

**Audience and Venue:** Suitable for all team members responsible for displaying merchandise. Note: It is essential that the team member who has overall responsibility for displays in the organisation is a participant. It is best in the workplace when it is not trading. Numbers are best limited to 12 participants.

This program educates participants on the benefits to sales of displays, progresses through the key construction principles to the practical construction and then display maintenance. Participants have the opportunity to firstly observe the construction of different types of displays, then construct their own displays (usually in pairs) and then receive constructive feedback on their displays.

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.

Specific topics covered include:

- Displays and Sales
- Hot Spots and Displays
- Display Opportunities
- Planning Displays
- Creating a Display
- Basic Construction
- Safety
- Maintaining a Display

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

“**Dynamic Display Techniques**” also works very well when ‘paired’ with “**Visual Presentation Excellence**”. There is a ‘synergy’ created that will ‘inspire’ your team to excellence in these two areas. It is best run a week or two after “Visual Presentation Excellence” so that the AW Visual Consultant/Trainer can give feedback on the improvements made to the merchandising by the team since the first program.

### TESTIMONIAL

“I learnt that displays don’t have to be hard or take a long time, what stock to display and the best location in the store to display it. I loved the hands on!! It was excellent!!

Pharmacy Assistant, Busselton, WA