



“WONDERFUL WINDOW DISPLAYS” (2 X 2 HOURS)

Does your business have windows and experience any of these?

- Windows are not utilised to attract customers into your shop or premises?
- Windows are done by staff and are poorly done?
- Windows are done by window dressers and are too expensive?
- Windows are done by suppliers but look shabby after a short time?

Would you like a cost-effective solution to this problem?

Windows are one of the strongest visual tools retailers can use and they are also one of the least expensive forms of advertising available. “**Wonderful Window Displays**” is a practical program that aims to educate and inspire your team members in how to utilise shop windows to substantially improve the appearance of the store and to generate additional product sales.

The program was developed especially for AustraliaWide 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:

- Principles of Effective Window Displays
- A window Dresser's Tool Box
- Balance
- Preparing the Window
- Installing the Display
- Maintaining the Display
- Planning Displays for the Year

It comes with a printed workbook and includes participants constructing their own displays based on the principles taught.

TESTIMONIAL

“This was great. We learned how to group products according to their story, coordinate colours, and balance displays. I loved the hands on and getting involved.”

Pharmacy Assistant, Adelaide, SA