



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

Workshop on “Visual Merchandising”

The workshop aims to assist senior management to understand the importance of visual merchandising, as well as retail managers, operations managers, marketing professionals and just about anyone related to retail in hard lines or soft lines including buyers and retail executives to better understand the secrets of how visual merchandising is being used by global players to enhance its brand image, improve merchandising skills and improve sales.

These secrets will be revealed, taught and demonstrated through the use of highly effective training tools and techniques. Participants will better understand how to differentiate themselves from the competition and increase their market share. They will also learn how to structure and create visual merchandising departments based on the latest models being used by some of the world’s most successful retailers.

Who Should Attend?

This programme is ideally suited to hard lines and soft lines department managers, operations managers, hard/soft lines buyers, store planners, interior designers interested in retail work, marketing executives, retail executives, display executives and practitioners.

Date:	12 June 2012 (Tuesday)	<i>Inquiry: 2866-8311</i>
Time:	9:30 am – 5:30 pm	<i>Ms. Ng/ Ms. Chu</i>
Venue:	Room 201, 2/F., First Commercial Building, 33-35 Leighton Road Causeway Bay, Hong Kong	
Instructor:	Mr. Jose Maria Bustos, Creative Director of VMA Pte Ltd, Singapore	
Language:	ENGLISH	
Fee:	Member: \$ 1,600 / Non-Member: \$ 2,400	

Enrollment will be made on **first-come-first-served basis**. In case the enrollment is unsuccessful, HKRMA will notify the applicants individually.

No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.

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Time: **9:30 am – 5:30 pm**
Venue: Room 201, 2/F., First Commercial Building, 33-35 Leighton Road
Causeway Bay, HK
Language: **English**

Deadline : 31 May 2012

Objectives

After completion, the participants will have an understanding of:

- Creativity and visual merchandising
- How to develop a visual merchandising department and structure
- Creating visual consistency in multiple soft lines stores/country operations
- Soft lines merchandising guidelines and plan-o-grams
- Use of colour in soft/hard lines merchandising and visual presentations
- Incorporation of graphics and lifestyle retailing
- Point-of-sale display and signing

Workshop Outline

- Understanding and developing your creative self in visual merchandising
- Colourisation: Techniques to ensure soft lines merchandising, presentations and displays are fashion savvy and attractive
- Brand Imaging at Point-of-Sale: How to build a brand through in store display
- Visual Merchandising and Store Design: The “lifestyle concept” and how it impacts business
- Displays and Window Presentation for soft lines window display, and editorial displays
- Soft lines Merchandise Presentation: How to correctly merchandise floors and walls using plan-o-grams and corporate guidelines
- Retail Graphics: The latest trends and effective uses
- Technology and Visual Merchandising

Programme Instructor

Jose Maria Bustos MFA (San Francisco Art Institute) BFA (SFAI) Rockefeller Fellow (museum studies and education)

Jose Maria has worked within the Visual Merchandising Industry for over thirty years having worked for companies like I. Magnin & Co., Saks Fifth Avenue, Marshall Field’s & Co., Dayton’s & Hudson’s department stores and C.K. Tangs. He has written articles for Retail Asia Publishing and presently writes for Retail Biz, published by the Times of India. He is presently Creative Director of VMA Pte Ltd, a Visual Merchandising consultancy based in Singapore.

To: Hong Kong Retail Management Association
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong
Fax: 2866 8380 Tel: 2866 8311 Website: www.hkrma.org

Workshop on “Visual Merchandising”
(12 June 2012)

ENROLLMENT FORM

Part I: Company Information

Company Name : _____ Contact Person: _____
Tel: _____ Title: _____
E-mail: _____ Fax: _____

Part II: Participation List

Deadline : 31 May 2012

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3.			
4.			
5.			

Part III: Payment Methods (please tick where appropriate):

Cheque Payment:

Enclosed is a cheque for HK\$ _____ (made payable to “Hong Kong Retail Management Association Ltd”) as the fees for the workshop.

American Express (AE) Card Payment (all information MUST be completed):

Card Member Name: _____

Card Number: _____ Card Member Signature: _____

Card Expiry Date: _____ Amount Due: HK\$ _____

Signature:

Company Chop:

Name: _____

Title: _____

Date: _____

Part IV: Receipt (Please complete the following if a receipt is required.)

Name _____ Address: _____
(Mr./Ms.): _____
