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reed gift fairs

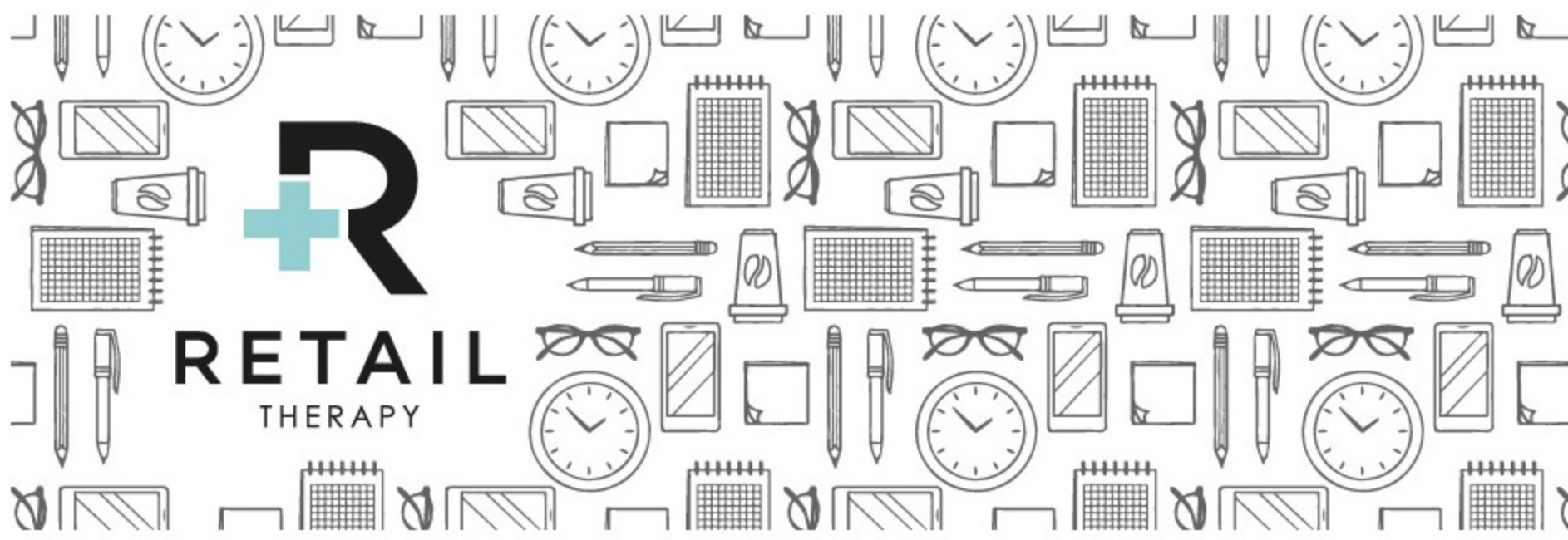


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Retail Therapy



Designed to motivate, educate and inspire, the all-star Retail Therapy line-up brings together international and Australian retail experts under one roof at the MCEC covering topics such as business planning, social media, marketing, trend forecasting, sales, team management & even the law. Boost your business and book your place now.

[BOOK NOW](#)

*Retail Therapy will be located opposite stand M101 at the MCEC

SATURDAY 6 AUGUST



TOP 6 BUSINESS PLANNING BASICS
Lanna Hill
10.00am – 11.30am
Tickets: \$30.00

Have you ever wondered whether you really need a business plan? Maybe you think you do, but the idea of putting something together is overwhelming. Lanna Hill from One Small Step Business Coaching will run you through her six key steps to putting together a simple but dynamic business plan. Whether you're an established small business wanting to take your business to the next level, or a startup right at the beginning of your journey, this workshop can't be missed.

www.onesmallstepcoaching.com.au

[Book Here](#)



RETAIL MINDED - BUYING, SELLING AND EVERYTHING IN BETWEEN
Tara Dennis
2.00pm – 3.30pm
Tickets: \$30.00

New to retail? Join Tara Dennis, TV host/designer-come-retailer as she hosts a discussion group on buying, selling and everything in between. This session will be a relaxed conversation between the audience and panel and will be an opportunity to ask questions and glean tips from other retailers who have all been in the same boat, to help you grow a successful business.

www.taradennis.com.au

[Book Here](#)

SUNDAY 7 AUGUST



SOCIAL MEDIA BOOTCAMP
Domini Marshall
10.00am – 11.30am
Tickets: \$30.00

Need some help marketing your brand on social media? Finding it hard to keep up with the constant changes? Join content marketing strategist and writer Domini Marshall to explore the best social media platforms and content for your business. You'll learn tips and tricks to communicate your brand story, create content that connects, post with confidence and grow your audience. You'll also discover the best tools to help you measure your progress, market effectively and manage social media with ease.

www.dominimarshall.com

[Book Here](#)

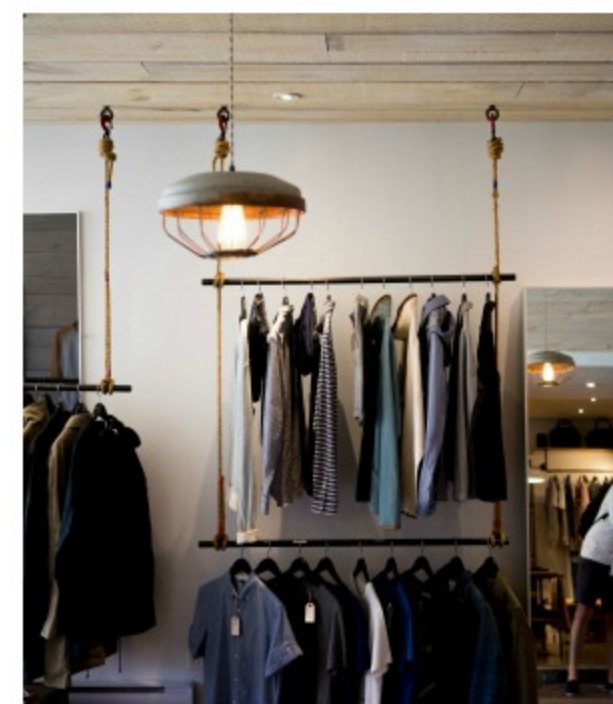


2017 LIFESTYLE & INTERIORS FORECAST
Lisa White, Head of Lifestyle & Interiors, WGSN
2.00pm – 3.00pm
Tickets: \$30.00

WGSN is the world's leading trend forecasting and analysis agency, equipping style-driven businesses around the world with future intelligence and creative inspiration on what's new and what's next. Delivered by Lisa White, Head of Lifestyle & Interiors at WGSN, this is your chance to hear it from the team that sets the standard. The 2017 Lifestyle & Interiors forecast provides direction for the interiors markets, including packaging, product design and textiles. This presentation will inspire and inform colour, design and material choices, calling out key trends across lifestyle and interior categories to give you direction for this season's buying and product development.

www.wgsn.com

[Book Here](#)



CUSTOMERS: KEEP THEM COMING BACK
Salena Knight
3.30pm – 4.45pm
Tickets: \$30.00

Getting customers to your store is the hardest part of customer acquisition, so ensuring that you can get them to stay longer, spend more, and come back again and again, is a sure fire way to retail success. In this session, Salena Knight, The Retail Biz Strategist will show you simple strategies that you can implement to know what your customer wants before they do, and the key ingredients your store needs, to have customers spending, coming back more often, and telling everyone they know about you.

salenaknight.com

[Book Here](#)

MONDAY 8 AUGUST



SOCIAL MEDIA BOOTCAMP
Domini Marshall
10.00am – 11.30am
Tickets: \$30.00

Need some help marketing your brand on social media? Finding it hard to keep up with the constant changes? Join content marketing strategist and writer Domini Marshall to explore the best social media platforms and content for your business. You'll learn tips and tricks to communicate your brand story, create content that connects, post with confidence and grow your audience. You'll also discover the best tools to help you measure your progress, market effectively and manage social media with ease.

www.dominimarshall.com

[Book Here](#)



HOW TO WIN EMPLOYEES AND INFLUENCE YOUR PEOPLE
Dominique Lamb
2.00pm – 3.15pm
Tickets: \$30.00

"To win in the marketplace you must first win in the workplace" – Doug Conant, CEO of Campbell's Soup

Employee engagement is crucial when operating a business. Team engagement and motivation can be difficult in a time where people have forgotten how to communicate with one another. We know team motivation has a direct relationship to productivity and your team's engagement is the difference between earning average sales and being the best in your game.

www.nra.net.au

[Book Here](#)



HOW TO GROW YOUR SALES WITHOUT DISCOUNTING
Sarah Cross
3.30pm – 4.30pm
Tickets: \$30.00

In this session, Sarah Cross, Leading Gift Industry Expert and Business Coach will show you how to boost your giftware business profits with the introduction of smart selling incentives. The session will cover:

- How to create show-stopping offers that virtually sell themselves
- Raise your average sale and move more stock by packaging the right bonuses
- Smart and eye-catching merchandise strategies - walk away with practical strategies to boost profits and loyalty

www.sarahkross.com

[Book Here](#)

TUESDAY 9 AUGUST



THE POWER OF COLLABORATION
Maggie Pana
10.00am – 11.30am
Tickets: \$30.00

Collaborations are often categorised as a daunting step for two businesses to embark on. The reality is this is completely untrue. There is power in any collaboration and Maggie Pana, founder of lifestyle blog and online store Kreo Home, will take you through how collaboration has benefited her business many times over and how it can benefit yours too.

www.kreohome.com.au

[Book Here](#)



THE LAW MADE EASY FOR CREATIVE BUSINESSES
Sharon Givoni, IP Lawyer & Author
2.00pm – 3.15pm
Tickets: \$30.00

Learn how to protect your creative designs in a global environment where copying is increasingly rampant. Not only will Sharon provide insights on what to do, but she will also help you understand what not to do to ensure that you are in the best legal position possible. Discover tips and tricks in relation to social media, websites, terms and conditions, and all the practical little details you might need or want, but have always been too afraid to ask!

www.sharongivoni.com.au

[Book Here](#)



HAYMES COLOUR TREND
Wendy Rennie, Colour & Concept Manager, Haymes Paint
10.00am – 11.30am
Tickets: \$30.00

Haymes Paint has released an innovative new colour trends model – The Colour Library, which paves a new direction for the release of colour stories and themes. Join Wendy Rennie, artist and colour expert for Haymes Paint, as she takes you on a journey of the mind, eye and heart through the latest styles and colours influencing interiors, lifestyle and even fashion for the upcoming seasons, helping you make inspired decisions for buying and sourcing.

www.haymespaint.com.au

[Book Here](#)



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