



Window Display

Half Day Course - **FREE**

by Marcus Pescod, a retail display professional, who will provide a hands-on opportunity for you to learn some fresh new ideas to enrich your business

Course Description

The Course will be a half-day course offering an introduction to Window Dressing. To complement this course, a Customer Service course will be run on the same day from 1.30 to 4.30 p.m. You may attend this course alone or combine with the Customer Service course.

Overview

'*Pavement Power*' – This course aims to provide an introduction in to the power of well dressed, clearly signed, eye-catching displays – whatever products you are selling and whatever the size of your business. Given by a Visual Merchandiser with over 20 years retail display experience it will demonstrate how the use of product, colour, positioning, propping and commercial techniques can grab the attention of passers-by and encourage them to come in and shop.

Outline of course programme

- Why Window Display is important to your business
- Practical display techniques/positioning
- Retail display standards/attention to detail
- Using colour/propping/depth and balance
- POS (Point of Sale)/Visual Pollution

What next?

If you would like to know more or attend the course:

Course information

Duration:

Half day course from 9.30 a.m. to 12.30 p.m.

Where:

City College Brighton & Hove, Pelham Street,
Brighton, BN1 4FA

When:

Wednesday 28th October, 2009

Cost:

The course is sponsored by the Tourism Futures Project and is free to those businesses and staff who have signed the Tourism Futures Charter. There will be a cancellation charge if delegates do not attend on the day. For more information please contact us on the number below.

Goals for the course

This is a workshop for retailers, run by a retail professional which aims to enable those responsible for window display to develop important, practical skills that can be adapted for your own environment.

To provide you with practical skills and techniques you can use to improve your merchandising in your store.