

FREE SHOW SEMINARS & WORKSHOPS

Sunday February 20

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| 11.00 - 11.30 | Ashley Evans
CSD Associates | Rack-clad Buildings | Cost-effective way of generating space, effective storage and warehouse sales in merchant and hardware outlets. |
| 11.45 - 12.15 | Brian Foley
The Content Works | Social Media and Websites | A look at successful websites within the sector and at how using social media such as Facebook and Twitter can enhance your business image and lead to increased sales. |
| 12.30 - 13.00 | Jim Coffey
Spirit Enterprises | Key Account Management | A strategic look at the role of Key Account Managers and the challenges ahead for 2011. This talk will highlight in particular the important areas the sector is currently focusing on as it seeks to trade through the recession. |
| 13.15 - 13.45 | Art Freedman
ACE Hardware USA | Boomerang Customer Service | How to get your customer back – Art will explain how to ensure that you get valuable repeat business. |
| 14.00 - 14.30 | Tony Kerins
Peninsula Business Services | Human Resources Best Practice | Best practice in human resources for Irish companies, including the adoption of Hardware HR, a one-stop-shop for human resource information for the sector. |
| 14.45 - 15.15 | Declan Flood
The Credit Coach | Make Credit Work for You | An action plan for you to implement covering all the major areas of credit policy, procedure controls and collection strategies. Discover how to use simple principles to drive your business sales, profitability and motivation. |
| 15.30 - 16.00 | Ronan Kilroy
Focal Point | Grow your Sales & Profits in 90 days | Using proven techniques to grow sales and profits, outlining a powerful strategy to build your business results in 90 days. |

Monday February 21

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| 11.00 - 11.30 | Ashley Evans
CSD Associates | Trade-assisted Self-selection | Maximising merchants' sales from a given investment in stock, space and people – ensuring that stock is in "maximum danger of being sold". |
| 11.45 - 12.15 | Declan Carolan
ECR Ire
and Jenny Maybury
Category Solutions | Category Management in 15 Minutes | A presentation pitched at non-practitioners of category/ space management designed to give an understanding of what it is and what should be known to get started, while keeping the emphasis at a senior management level. |
| 12.30 - 13.00 | Paula Lawlor
PMMS Ltd | Maximise Profit through Effective Merchandising | How to gain the best use out of your retail space. Design hot spots and merchandise product effectively. |
| 13.15 - 13.45 | Art Freedman
ACE Hardware USA | Nothing But Nuggets | Great ideas from Art Freedman – Art is a mine of information when it comes to maximising retail sales. |
| 4.00 - 14.30 | Brigette Brew
The Marketing Dept | Shopfloor 'Sprint' Training | Introducing a unique "sprint" training session which is customised to maximize learning on the shop floor. |
| 14.45 - 15.15 | Elizabeth O'Reilly
WEEE Ireland | Use WEEE to Attract Footfall | Drive customer footfall through electrical, battery and light bulb recycling, thereby meeting your WEEE obligations without any hassle in a very positive way. |