

Effective Visual Merchandising

Friday 10th October 2014 · 9.30-4.30am

The Thinking Factory, Castleknock Hotel and Country Club

*Owing to circumstances beyond our control, the trainer for this seminar
has changed from Eleanor Harpur to Thomas Leggett.*

Schedule:

09.00hrs	Registration, networking and refreshments
09.30hrs	Introduction by trainer Thomas Leggett
11.00hrs	Refreshments
12.45hrs	Lunch Break
13.30hrs	Seminar continues
15.00hrs	Refreshments
16.30hrs	Seminar concludes

About This Event:

In conjunction with Fingal Enterprise Week, the Local Enterprise Office Fingal and the Design and Crafts Council of Ireland are proud to present a seminar on “*Effective Visual Merchandising*”. This event is aimed at designers, makers and retailers.

At this seminar you will learn about the most effective methods of visual merchandising and how to create the right business image through effective product presentation. Learn how to make the best use of space in a trade environment and how best to ensure that products are well represented within a retail environment. The seminar will teach you how to improve the overall image of your business through product presentation, develop critical thinking skills in evaluating suitable display features using target customer profiles and help your business increase sales through innovative ways in which to present your products.

About Thomas Leggett, Visual Merchandising Expert

Thomas has worked in retail as a Visual Merchandising manager with Burton Menswear, Dunnes Stores and M&S. He runs a small retail interior design firm called, “*Mad Blue Fish*” specialising in providing retail clients with store layout, cad plans, interior store design, branded shop furniture design, concession and exhibition design, visual merchandising training, shop signage and retail graphic design.

Thomas has produced retail based designs for L’Oreal Ireland, Three, Johnson and Johnson, Aer Rianta International and Tesco. He lectures part time on the BA in Visual Merchandising and Interior Design with DIT and Griffith College.

Proudly presented in conjunction with the:



#FEW14 - Join the conversation

An initiative of:

In association with: