



Invitation - 'Thought Leadership Business Briefing'

Presented by

The ACRS - Monash University, The Retail Doctor Group[®] & RED Design Group

Do you have the keys to driving sales and profitability in turbulent times?
Find out how at the

'New Order of Retailing'

Executive Breakfast Briefing

Featuring Retail 2020

Sharing a recently concluded, major study of thought leaders' perspectives on the future of retail in Australia
Find out the key imperatives for retailers to move from "surviving to thriving" in this new order of retailing.

Tuesday June 23rd 2009, Sydney

Wednesday June 24th 2009, Melbourne

Invitation

‘Thought Leadership Business Briefing’

The Australian Centre for Retail Studies, The Retail Doctor Group & RED Design Group warmly invites you to attend our Thought Leadership Executive Business Briefing, ‘New Order of Retailing’

Dr Sean Sands, Research Fellow, The ACRS

In 2009 the ACRS conducted a retail thought leadership research project entitled, Retail 2020. This research project involved interviewing a series of senior retailers and thought leaders on their perceptions of the future of retail. The results of this research provide retailers with insights as to what the future may hold and what key trends will likely impact the Australian retail industry. In this presentation, we present a summary of some of the key insights with a particular focus on the trends impacting retailers during the recession.

Sean is a Research Fellow at ACRS with extensive commercial experience in consumer and business based market research. Sean has been involved in new product development, pricing research and market segmentation studies for a range of commercial organisations. He has presented retail research in Australia and internationally, is published in Advances for Consumer Research and the International Journal of Market Research and has QPMR status with the Australian Market & Social Research Society.

Brian Walker, Managing Director, The Retail Doctor Group® Building a “fit” and resilient retail business in tough times

Brian will show you how to:-

- Integrate current global best practice with the findings of the 2020 project.
- Move from surviving to thriving by implementing these key trends.
- Maximize your “new order retailing to achieve a “fitter business”
- Key insights into the ‘connected” customer
- Transform strategy into delivery and staying ahead of the curve.

A retailer of over 25 years experience, Brian Walker is Managing Director of The Retail Doctor® - www.retaildoctor.com.au Australasia’s leading specialist consulting company specializing in multi channel retail, franchise retail and service formats. As the founder of the Fit Business programs, Brian will share with you the “How to” steps to maximizing sales and profitability in this “new order retail” whilst also sharing highlights from the recent ebeltoft (www.ebeltoftgroup.com) global retail meeting.

Roy Tavenor, Managing Principal, Red Design Group Designing stores that perform

Roy will show you how retail design and channel format strategies are key to creating success for the new order retailer.

- Find out how store design is the key to improving the customer experience, increasing customer circulation and flow, and increase return per square metre
- Discover how new design concepts can be rolled out rapidly to achieve a quick return
- Driving format productivity through smart design
- See how innovative designers are creating new store formats and influencing a wider range of customer touch points than ever before.

Roy Tavenor is Managing Principal of the RED DESIGN GROUP – one of Australia’s leading firms of retail architects and store designers.

Roy has over 35 years of retailing experience and brings a wealth of strategic retailing and marketing knowledge to RED’s retail design projects.

At RED he has worked with a range of clients including 7 Eleven, Coles, Myer, Harris Scarfe, Macro Wholefoods, Orotan, KFC, Mimco, Husk, Toyota, TABCORP, Rogerseller, Country Road and IGA.

Date, location and investment

Date	Sydney Tuesday June 23rd	Melbourne Wednesday June 24th
Location	Harbour View Hotel, North Sydney	Park Hyatt Hotel Melbourne
Time	7.30am Registration / Breakfast	
	8:00 - 8:25am <i>Dr Sean Sands, Research Fellow, ACRS</i>	
	8:25 - 8:55am <i>Brian Walker, Managing Director, The Retail Doctor</i>	
	08:55 - 9:20am <i>Roy Tavenor, Managing Principal, RED Design Group</i>	
Investment	\$35 (surplus profit will be donated to Oxfam Australia)	

Information and Registration

If you or others within your organisation would like to attend please complete the attached registration form and fax it back to the ACRS.

Register by Friday 19th June, 2009 to facilitate catering

Telephone: +61 3 9903 2455

Email: acrs@buseco.monash.edu.au

Facsimile +61 3 9903 2099

Website: www.buseco.monash.edu.au/centres/acrs

Contacts: Rebecca Oddo / Kristy Horne

Thought Leadership Business Briefing Registration Form 2009

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'New Order of Retailing' Executive Breakfast

Bookings essential - register by fax, email or post by completing this form and sending it to the ACRS, Monash University PO Box 197, Caulfield East, Victoria 3145, email acrs@buseco.monash.edu.au or Fax +61 3 9903 2099. For any further registration enquiries please contact the ACRS on phone: +61 3 9903 2455.

Please tick: **Tuesday June 23rd 2009, Sydney** **Wednesday June 24th 2009, Melbourne**

Your details

Name: _____
Company: _____
Postal Address: _____ Postal Address: _____
Email: _____ Phone: _____

Others who will be attending

Name: _____ Position: _____
Email: _____
Name: _____ Position: _____
Email: _____
Name: _____ Position: _____
Email: _____

Payment options

Amount payable:
 Amount: \$35 (incl GST) x _____ Total: _____
 Cheque made payable to Australian Centre for Retail Studies
 Credit card Visa Mastercard
Credit card number: Expiry Date: _____
Name (as it appears on your card): _____
Authorised Signature: _____

Cancellations

Cancellations will be accepted up to 14 days prior to the time of seminar commencement and your full payment refunded. If a booking is cancelled, and no substitute is nominated the following percentage of the fees will be forfeited:
Within 14 days of seminar commencement: 50%
Within 7 days of seminar commencement: full fee

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