

# An Advanced Guide to Visual Merchandising

<https://www.igds.org/events/igds-visual-merchandising-courses/>



## COURSE MODULES

### 1. Understanding Visual Merchandising Trends

How to apply visual merchandising trends to today's consumer

### 2. The Importance of Colour

How to create a mindful experience for your customer using the colour wheel theory

### 3. Practical Task: Colours of Window Display

Practice redressing your store window or show case by creating key messages while considering use and placement of colour

### 4. Multi-Sensory Shopping Experience

Create an effective multi-sensory shopping experience for your customer

### 5. Planograms

Learn to use planograms to create brand consistency across the store

### 6. Practical Task: Create Your Own Planogram

Practice creating your own planogram for your in-store hot spot space in relation to your colour themed window

### 7. Introduction to e-Commerce

How to effectively apply practical VM principles across your digital and social channels

### 8. Practical Task: Composition Display for Socials

Create your choice of product composition, either symmetrical or asymmetrical, which can be used as a social media post

### 9. Creating an Online Window

How to utilise online space to promote new product launches and promotions

### 10. Practical Task: e-Commerce Homepage

Design an e-commerce homepage considering your theme or promotion to feature

For more information, please contact IGDS:

✉ [christine.meyer@igds.org](mailto:christine.meyer@igds.org)



#### LEARNING OBJECTIVE

- Understanding effective VM trends and how to apply to today's consumer
- How to create an effective Pop-Up Shop concept for the ultimate multi-sensory shopping experience for your customer
- E-Commerce: how to effectively apply VM principles across your digital & social channels

#### LEARNING FORMAT

- Designed to be completed online
- Duration: participants have the flexibility to learn at their own pace, up to 45 learning hours
- Provided: reading material, video tutorials, 1:1 interactive tutoring

#### COURSE FEES

- Fees per course per person: €99
- Fees for 2-course pack per person: €198

#### CERTIFICATE

- Participants will receive an official certificate upon successful completion of all modules

[Registration Link](#)

## SARAH MANNING

### Course Leader

Apart from having over 25 years of experience working in the VM industry at Harrods, Selfridges and Marks &

Spencer, Sarah has also worked with a wide range of high-profile clients, including Zara, Nespresso, LVMH and more.

