A Beginner's Guide to Visual Merchandising

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

IGDS

COURSE MODULES

1. The 4 Key Visual Merchandising Techniques

How to apply the 4 key visual merchandising techniques to window dressing and in store visual merchandising

2. Practical Task: Composition Displays

Practice creating symmetrical and asymmetrical product compositions using 3D products

3. Creating Effective Window Displays

Apply the key principles learned to create effective window displays

4. Practical Task: New Season Window Displays

Practice redressing your store window/show case using the key VM principles discussed

5. Create Link Selling Opportunities

Use link selling opportunities to create a consistent promotional message throughout the store

6. Effective Handling and Styling

Learn how to effectively handle and style display mannequins and busts

7. In Store Product Presentation Methods

Understanding your customers' shopping needs to create an effective shopping experience and product promotion

8. Practical Task: New Season Hot Spot Space

Practice creating and merchandising your in-store hot spot space

9. Principles of Effective Store Layout

Discover the importance of carrying out a customer flow exercise to identify the areas of opportunity within your shopfloor

10. Practical Task: Your Own Customer Flow

Practice carrying out your own customer flow exercise

For more information, please contact IGDS:
✉ christine.meyer@igds.org

LEARNING OBJECTIVE

- Intro to the VM techniques and how to apply to window dressing & in-store visual merchandising
- Create effective window displays using the key VM principles and create link selling opportunities from your window display
- Applying link selling merchandising techniques to your product merchandising

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.