



Retail University – Course 301

Brief Description and Overview

This one day workshop is an intense dive into the world of experiential retailing and the exploration of how solution scenarios engage consumers in retail. This workshop provides an in depth perspective on the latest trends and concepts of how retailers leverage consumer experience in store and on-line. . It will explore opportunities to create and expand consumer experiences in different retail formats. This course will use a variety of retail case study examples to illustrate both the successes and challenges of creating retail-based experiences that compel today's consumers to adopt solutions for their home, work and connected digital lifestyle.

In addition to an overview of past, current and future trends of experiential retailing, this course includes a fun, illuminating field exercise. Participants visit a variety of retailers to first hand to experience a “solution scenario” within and outside of their comfort zones. Participants will also gain an understanding and develop hands on strategies for executing cross-product scenario experiences in retail stores and via the internet. This course provides essential learning and insights if you work with a product or service sold via retail.

The course is lead by Dr. Chris Petersen and the IMS Retail University staff, who have over 25 years experience in retail and offering Retail University workshops. The range of topics covered in this one day workshop includes:

- Overview of Experience Retailing
- The 5 P's of the Customer Experience
 - People
 - Personalization
 - Place
 - Process
 - Products
- Experience Retailing on the Web
- Experience Retailing in Store
- Future of experience retailing and GTM

Retail University 301 Objectives

1. Increase understanding of the evolution of retail for employees and teams to improve sales and execution.



2. Effectively partner with retailers, especially those who are focused on solutions and consumer engagement.
3. Understand experiential retail principles, best practices, and success factors.
4. For all participants, establish knowledge and understanding of core concepts and skills required to execute retail requirements:
 - Retail Trends ... what's changed and why
 - Consumer demand ... “see-tailing” & “solution selling”
 - Who's doing what ... where and how
 - Best practices ... principles and applications
 - Challenges of experiential retailing
 - Hands on exercise ... experience shopping for a “solution” in retail

Retail University 301 Benefits

The goal of Retail University is to help participants apply the knowledge to improve retail execution and efficiency.

Benefits of Attending Retail 301 include:

- Identifying opportunities to improve in store experiential retailing
- Improve knowledge of online experiences and consumer engagement
- Understand the need for stores to meet the consumers' demands and why retailers need to evolve
- Develop an understanding of core business drivers of retail market basket
- Learn why cross channeling retail is paving the way to the future
- Stay on top of current trends and processes in the retail world

Retail 301 Typical Format / Workshop Structure

Focus on Experiential Retailing Dynamics

- Overview of Experience Retailing
- 5 Core Principles of Experiential Retailing
- Online Retailer Best Practices and Case Examples
- Retail Field Exercise
 - Online retail consumer experience exercise
 - Visit to local retail stores
- **Future of Experiential Retailing and GTM**