

COUNTY TIPPERARY RETAIL SYMPOSIUM

Ballykisteen Hotel,
Limerick Junction.

Wednesday

7th March 2018

from 1:30pm to 6:00pm

Win 1 of 3
Retail Retreat
Tickets worth
€480



Conor Pope

*Consumer Affairs
Correspondent, Irish Times*

David Fitzsimons

Retail Excellence Ireland

Rachel Doyle

Arboretum

Mary Auliffe

Creative Consultant

Edel Garavan

*Irish Web HQ,
C'mon Tipp Buy Local*

Win 1 Year Free
Membership of
**Retail Excellence
Ireland** worth **€365**

- Expert Consumer Panel Discussion
- Digital Media Speed Mentoring
- Information Desk & Advice inc. Trading Online Voucher
- Concluding with Buffet Supper & Networking Event

This is a **FREE** event, pre-booking is essential · Book online **HERE!**

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Ballykisteen Hotel,
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An afternoon of talks, workshops, and networking dedicated to promoting innovation in retail in County Tipperary.

This is a FREE event, however numbers are limited and must be pre-booked. A buffet supper will be provided.

GUEST SPEAKERS:

Conor Pope, Consumer Affairs Correspondent, Irish Times

Conor Pope is a journalist, author and broadcaster who, in addition to writing a highly popular consumer affairs column for the Irish Times, is a regular contributor on matters consumer-related on television and radio. Conor will advise delegates of the importance of responding to consumer trends in order to meet the new and evolving expectations of their customers.

David Fitzsimons, CEO, Retail Excellence Ireland

Retail Excellence is Ireland's largest retail industry body representing the interests of 1,750 leading companies who employ 110,000 people in the Irish market. David in his address will advance the central importance to retailers of drawing in and retaining customers through delivering a high quality experience that is rooted in convenience.

Rachel Doyle, Managing Director, Arboretum
<https://www.arboretum.ie/>

As well as being the owner of Arboretum Garden Centres in Carlow and Wicklow, Rachel is a Board member of An Bord Bia.

She is also former President of the International Garden Centre Association (IGCA). Last year Rachel was the recipient of the Retail Excellence Lifetime Achievement Award. Rachel will speak about how she transformed her family-owned garden centre in Carlow into a highly successful and innovative home, garden and cafe offering that places huge value on the potential of ecommerce to drive new customers to the business.

Mary McAuliffe, Creative Industries Consultant

An independent consultant who works in Creative Industries Development and Cultural Planning, Mary has gathered a wealth of knowledge on how businesses can successfully carry out novel promotional activities and events that will draw people in to your business- insights which she looks forward to sharing with businesses on the day.

Edel Garavan, Irish Web HQ, C'mon Tipp Buy Local

Edel is involved in the 'C'mon Tipp Buy Local' campaign, an initiative of Tipperary County Council to promote greater understanding of the vital role that local retail plays in the economic and community development of our towns and villages.

The campaign is a call to action to consumers to buy local, and aims to foster deeper cooperation between Retailers and Tipperary County Council in pursuit of this objective.

DIGITAL MEDIA SPEED MENTORING FOR RETAIL

Delegates will have the opportunity to consult with a digital expert in 15 minute one-to-one sessions. Learn how to optimise your online trading presence and get practical tips to achieve the best value from your multimedia channels.

Our expert coaches:

- **Steffen Coonan, Hillyfield Productions**
- **Sandra Hennessy, Be Dynamic**
- **Aisling Hurley, The Small Business Fairy**

FREE PROFESSIONAL PHOTOGRAPHY HEAD SHOTS

Your face is your business! It is crucially important to have a professional headshot on your promotional material in order to make a good first impression of your business. We will have a professional photographer on hand to take free headshots for delegate's use in their branding and promotional material, and across their website and social media channels- Facebook, Twitter, Instagram, LinkedIn.

PRIZE RAFFLE

We have some really great prizes to give away on the day, including:

1 year's free membership of Retail Excellence Ireland

3 x delegate passes to Retail Retreat & Expo 'Rethinking Retail 2018' which will take place on 15th and 16th May.