

Training & Education

Expert Solutions for P-O-P and
Shopper Marketing Excellence.

eCourses

Shopper Marketing Foundation Course

Sustainability Masterclass

Bespoke Training Services

eCourses

Flexible online training for a comprehensive introduction to the industry.

Perfect for those new to a P-O-P-related role, our modules help to expand knowledge and develop essential skills.

- Learn at your own pace, whenever and wherever is most convenient
- Track your progress using the in-built assessment system
- Save time and money travelling to courses

Online modules to complete:

1. Introduction to P-O-P
2. The Shopper Explained
3. How Shoppers Shop
4. Shopper Marketing Framework
5. Understanding Retailers
6. P-O-P Design Considerations
7. Measuring P-O-P Effectiveness
8. Sustainability
9. Strategy & Vision

POPAI members can enjoy unlimited, company-wide access to all the eCourse modules for a 12-month period for just £750.

Find out more about our eCourses:

www.popai.co.uk/training | +44 (0)1455 613 651

Shopper Marketing Foundation Course

A one-day, interactive session exploring the shopper and best practice P-O-P.

From better understanding today's shopper to improving P-O-P effectiveness, this course offers practical, real-life best practices you can implement immediately.

Sessions are led by POPAI's senior leadership team, with supporting learning materials included.

Context : Shopper and in-store

A deep dive into the key aspects of shopper behaviour that define how shoppers engage at the point of purchase and what drives their decision-making.

Shopping and the shopper journey

Exploring the shopper journey and path-to-purchase model, and impact of evolving shopping habits, connected shopper experience and the role of technology.

Role of P-O-P

A review of the primary and secondary role of P-O-P within the shopper marketing framework, and the opportunities to inspire shoppers wherever they are on the in-store journey.

Shopper-led design

Exploring key visual and P-O-P design, including message hierarchy, call to action and practical design considerations.

Shopper-facing digital tech

An overview of digital technologies and innovation and how, alongside physical touchpoints, they can engage the shopper along their journey.

Sustainability considerations

Looking at how sustainability considerations can have influence retail display thinking, the role of sustainable design principles and best practice in the design, manufacture and end-of-life P-O-P display.

Stakeholder management

Understanding the role of stakeholder management and operational considerations to maximise return on spend, effectiveness and efficiency to ensure best practice standards throughout the design, production and implementation of P-O-P.

Commercial metrics

Setting balanced KPIs and performance indicators to determine the impact of P-O-P campaigns on the shopper, including customer, category and brand objectives, shopper objectives, compliance reporting and sustainability reporting.

"The course gave me a great grounding for my new role. The emotional insights around why and how we make shopping decisions was fascinating and the information on ROI was really helpful."

– Shopper Marketing Manager, Valeo

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Sustainability Masterclass

A one-day, interactive session exploring sustainability within P-O-P and print.

Gain the knowledge and insights needed to navigate the complex world of sustainability, empowering you to make informed decisions and drive positive change within your organisation. The retail and display industry has a significant role to play in reducing consumption and managing waste responsibly and through this workshop, you will acquire the tools and understanding necessary to make a positive impact, differentiate your projects, and meet the expectations of an increasingly environmentally conscious world.

During the course of the session, we will cover a range of important topics, including:

The Evolving Sustainability Landscape

Discover why sustainability matters, explore the industry's key challenges, understand the difference between CSR and ESG, and be inspired by global retail pioneers who are leading the way. Additionally, gain insights into the latest trends regarding shopper attitudes towards sustainability.

The Three 'L's & Accreditations

Explore the various legislation, logos, labelling and accreditation schemes that can effectively showcase and communicate your sustainability credentials and commitment.

Beyond 'Greenwashing'

Learn how to avoid misleading sustainability communications and establish meaningful sustainability initiatives and targets that align with your organisation's values.

The 6 Key Principles of Sustainable Print & POS

Dive into the essential principles of sustainable design, material specification, supply chain partners, manufacturing, packaging and logistics, and end-of-life options, including refurbishment, re-use, and recycling.

The Importance of Measurement

Understand the significance of measuring CO2 emissions, including an overview of Scope 1, 2, and 3 emissions. Discover why measurement is crucial, learn how to measure, and explore strategies for improvement.

Looking into the future

Explore upcoming trends and innovations on the sustainability horizon, including new technologies that can support your sustainability journey.

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Bespoke Training Services

Full and half-day courses delivered at your offices or online.

Our bespoke training packages are designed for up to 20 people, with a wide range of topics and mix-and-match modules including:

Shopper marketing vision, strategy and planning

How to set up for success, creating a 'shopper plan on a page' to align with the company's strategic vision.

Sustainable P-O-P design

Exploring the influences that sustainability considerations can have on retail display thinking, how different design principles affect the design process and best practice methods in the design, manufacture and end-of-life of P-O-P display.

The shopper

A deep dive into the key aspects of shopper behaviour that define how they engage at the point of purchase and what drives their decision-making.

Testing and research

An overview of qualitative and quantitative research techniques to assess and validate the shopper plan.

Maximising shopper impact

Developing stand-out creative for maximum shopper impact and cut-through. Includes a review and analysis of Award-winning P-O-P executions.

"An insightful and creative shopper masterclass! It was invaluable for us to train new members of our team and strengthen existing knowledge. The science behind shopper marketing and examples of best practice was particularly enjoyed and provoked plenty of inspiration and discussion within the creative team. The learnings will be used across our existing client portfolio and to bolster new business opportunities."

- Account Director, Multiply

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