

Free seminars for Weston retailers

Autumn 2019

Three early evening seminars for independent
retailers in Weston-super-Mare

Weston Museum, Burlington Street, Weston-super-Mare BS23 1PR
6-8pm (refreshments from 5.45pm)

1. Tuesday 17 September

Visual merchandising and
windows dressing –
Gemma Turner

2. Tuesday 15 October

Minimising retail theft –
Andrew Sharman

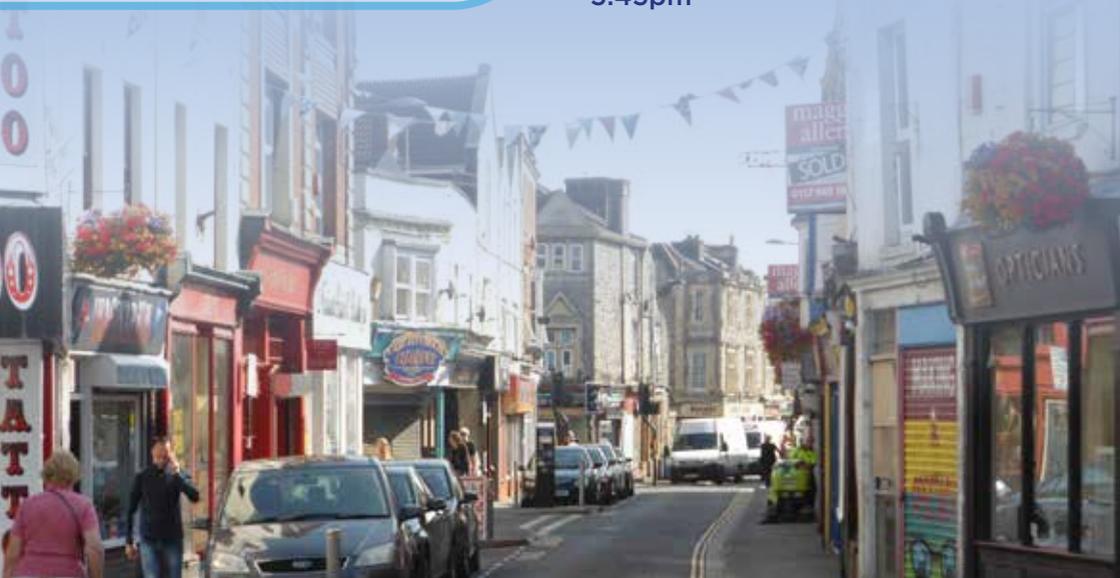
3. Tuesday 19 November

Twenty marketing ideas for
independent retailers –
Fran Riseley

At each event you will be able to hear more about initiatives that are being planned by Weston Chamber of Commerce, BID, Federation of Small Businesses and the Heritage Action Zone Weston shopfront enhancement grants scheme.

You can attend one, two or all three seminars.

**No need to book, just turn up at
5.45pm**



About the speakers

Gemma Turner is the Director of Retail for Weston Hospicecare. Her experience includes mainstream retail management roles and work as an independent retail consultant. Gemma entered the not for profit sector four years ago and is passionate about High Street retail and its future role in the economy.

Andrew Sharman founded the South West Business Crime Centre in 2018. SWBCC builds on over a decade's worth of experience of working on the front line of business crime reduction. He currently advises and supports Police and BIDs across the country and is an assessor of the National Standards for the National Association of Business Crime Partnerships. He is also the Business Crime Link Member for the Avon & Somerset Police & Crime Panel.

Fran Riseley, an independent retail trainer and consultant. Fran has worked in retail all her life and for the past 29 years has helped retailers improve their sales and profitability. She is known for her practical, yet inspirational training that really transforms businesses and improves their profitability.

Win a free advice session

Everyone who attends the seminars will get entered into a prize draw. Three great prizes are on offer:

- A window dressing for your shop with Lesley Hopkins - window dresser for Walker & Ling.
- A one-to-one coaching session with Andrew Sharman, including a Target Hardening Report, where a mystery shopping visit takes place to identify your security strengths and weaknesses.
- A one-to-one coaching session with Fran Riseley. Either focusing on particular problem areas or an independent review of your business with recommendations for improving sales and profitability.

The programme of seminars is a partner initiative from The Great Weston Heritage Action Zone, Weston Chamber of Commerce, Federation of Small Businesses and Weston Business Improvement District.

