



MEDIA RELEASE

For immediate release

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Free visual merchandising workshop

Have you ever wanted to learn more about how visual merchandising can create improved traffic flow and sales? Well, we have just the workshop for you!

Coonamble Shire Council, Coonamble Chamber of Commerce and the Office of the NSW Small Business Commissioner have joined forces and will host a free visual merchandising event for local businesses.

Visual merchandising is an important ingredient for any successful retail business, so this is a must attend event for any shop, café and coffee shop manager or owner looking to retain and grow their business.

The workshop delivered by visual merchandising consultant Charmaine Corcoran from Visual Experience will give you the tools to help you improve your business. Charmaine will draw on her significant experience working with local and global retailers to show you how you can improve sales, customer experience and retention and enhance your brand by adopting simple visual merchandising techniques.

By attending this workshop, you will get an introduction to visual merchandising, find out how visual merchandising can drive sales, learn about the five principles of visual merchandising, hear real world examples of how visual merchandising communicates a good Brand message and leave the workshop with ideas to apply to your business.

Coonamble Shire Mayor Al Karanouh said "It is fantastic to see this workshop being delivered in our Shire. The workshop is the result of a competition I entered at the Western Division Conference held in Bourke."

The workshop will be held at the Coonamble Bowling Club on Wednesday 12 June 2019 from 5.45pm to 8pm. Spaces are limited, so reserve your place now by calling Council on 6827 1900 or emailing council@coonambleshire.nsw.gov.au RSVPs close Friday 7 June and a light meal and refreshments will be provided at the workshop.

"On Thursday, five lucky businesses will get the chance to have a free one-hour visual merchandising consultation in their business with presenter Charmaine," Mayor Karanouh added.

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Precis or Summary: Visual Merchandising Workshop	
Attachments: Image	Embargoed: n/a
Media Contact: Hein Basson, General Manager	Phone: 68271900

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Charmaine Corcoran