

The Square Mile – a Christmas visual feast

23 November 2010 – various London venues

Following the hugely popular 'walk and talk' Christmas event of November 2009, ACE have put together another treat for delegates in 2010. Christmas visual merchandising is the theme of the day and we will be taking in three venues. The day will begin at Shakespeare's Globe, where we will be addressed by the retail team and walked through the shop. Delegates will then move on to St Paul's Cathedral, where they will explore the shop with the Commercial Manager before taking lunch, with an opportunity to take a tour of the Cathedral. After lunch we will walk to the Courtauld Gallery Gift Shop at Somerset House where a tour of the shop will be followed by ice skating in the courtyard – included in the cost of the study day! At each venue delegates will hear a presentation by a member of the retail team before being taken around the shop by way of illustration. Movement between venues will be accompanied and this event promises to be a privileged insight into retail operations at three exceptionally successful shops as well as a real taste of Christmas.

Who should attend?

- Retail Managers
- Visual Merchandisers
- Retail Buyers
- Retail staff

What will I learn?

- How to create imaginative Christmas displays
- The value of effective seasonal set dressing
- How to maximize Christmas turnover

