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## BESPOKE WORKSHOPS, CONFERENCES & EVENTS



Great brands succeed by creating the right customer experience delivered through their people. Our inspirational workshops, seminars & conferences can help you do just that.

We've a long established reputation for designing & delivering training solutions that are inventive, thought provoking and memorable.

**WHEN:** Once we've established your requirements we usually recommend a minimum 4 weeks to develop and fine-tune the perfect training package ... although this can be reduced if you require a quicker turnaround.

**WHERE:** Excellent learning facilities are available at our training centre at Harborough Innovation Centre, Market Harborough LE16 7WB or we can source an inspirational training venue to meet your specific requirements. We're equally happy to use a venue of your choosing.

**PRICE:** Our workshops are exceptional value; each one is priced individually according to your needs and planned investment in your people.

**LEARNING WITH US:** We coach and support all company levels from Directors through to the shop floor teams. Whether you're responsible for directing, creating and influencing your brand delivery or simply implementing it consistently we have the tools to share with you. Each of our bespoke training solutions has a specific purpose dependent on the current visual status of the brand and / or their future aspirations.

Brands that have benefitted from bespoke training and team development include:



M&S

Sainsbury's



mamas  
& papas



Below are just some examples of the types of workshops we've developed for previous clients:

- Brand awareness and brand development sessions.
- Visual Merchandising – what, why and how to do it in a brand specific way.
- Latest global VM Trends – what they are & how to best interpret for your brand.
- Inspirational trips to shape the Brand/VM Vision & Strategy.
- New retail scheme rollouts – delivering consistency across the store estate.
- Creativity workshops for VM Teams to further develop the brands' VM through the creation of new improved principles & techniques.
- How to plan & layout stores to visually and commercially optimise space.
- Designing new visual communication tools and templates – brand manuals, seasonal guidelines, promotional templates, e-learning approaches etc.
- New ways of working – inspiring creativity by getting teams to think, act and look at things in new ways.

### **FACILITATORS**

Jeanette Cheetham & Brendan Gordon are the co-founders & Brand Directors at TWO Visual. Together, they have over 50 years combined global visual merchandising experience & have worked extensively to promote visual merchandising throughout their careers. They're able to pull on a wealth of visual knowledge gained from travelling the world & have successfully delivered ambitious VM improvement & training projects for major brands across all product categories including Fashion, Home, Sports, Health & Beauty & Grocery.

### **BOOKING**

To discuss your training requirements or book a course call us on + 44 (0) 1858 414 275 or emailing [hello@twovisual.co.uk](mailto:hello@twovisual.co.uk) to call you.

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### **STAY IN TOUCH**

Follow us on Twitter, Facebook and LinkedIn for details of new workshops and of course all the latest developments from the world of VM.

