

LIMITED SPACES
BOOK TODAY!



RETAIL MANAGEMENT ESSENTIALS

Amerton Farm, Staffordshire ST18 0LA
Tuesday 16th May 2017, 10am – 3.30pm

NFAN Workshops are aimed at Farm Park owners and key staff. Each workshop doubles as a mini open day with a presentation from the host venue and a behind the scenes tour. Numbers are limited to ensure a successful workshop with time to ask questions.

ABOUT THE WORKSHOP

This informative workshop addresses some of the fundamentals of managing a gift shop at a visitor attraction, with the aim of helping managers and owners to manage their shops in a more profitable and professional way. It will focus too on making the shop an integral and enjoyable part of the visit.

Led by Peter Holloway of Retail Thinking, a consultancy specialising in the heritage and visitor attraction sectors, Peter will explore key aspects of running a successful shop including:

- Measuring performance
- Key performance indicators
- Range planning and product development
- What to look for in a supplier and a product
- Negotiation
- Setting the selling price
- Mark-up and margin
- Visual merchandising and display

AMERTON FARM



Amerton Farm

Amerton Farm is a free to enter site housing a range of retail outlets and leisure attractions.

Retail outlets include a Farm Shop, Craft & Gift Centre, and Toy Shop.

Attractions include a Wildlife Rescue Centre, Steam Railway, Pottery studio and indoor play barn which is currently undergoing a major refurbishment and due to re-open in May.

ABOUT THE COURSE LEADER

Peter Holloway is principal consultant at attractions retail specialists Retail Thinking. Peter was responsible for managing retail at National Trust properties throughout Wales.

He now advises a broad range of clients, mainly in the heritage, cultural and visitor attractions sectors.



PRICE

Price includes lunch and refreshments during the day.
£85pp + VAT.

Numbers are limited so early booking is advised. Places are initially limited to two delegates per member. Additional places may be booked nearer the time subject to availability.

WORKSHOP ADDRESS

Amerton Farm
Stowe By Chartley
Stafford
ST18 0LA
Phone: 01889 270294

Hotel - The nearest hotel is Weston Hall or there are various hotels including Premier Inns in Stafford or Uttoxeter.

HOW TO BOOK

It's simple, book and pay online by credit card at
www.farmattractions.net

OR call to pay on **01904 615059**

**BOOK
ONLINE
NOW**