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October 31st 2019: What's In Store for Customers: The Physical Shopping Experience

Retailers want you to come in—and stay. Careful store design increases the amount of space the shopper covers, and stimulating displays keep them in the aisles longer. Because marketers recognize that a store's image is an important part of the retailing mix, store designers pay a lot of attention to how a physical space's design impacts the shopping experience. We'll hear from three retailing experts who will share tips about how to design a space shoppers will love.

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Featured Guests



Patrick Rodmell

Patrick Rodmell is a renowned change agent for brands and retailers worldwide, helping his clients drive brand and financial performance improvement for more than 25 years.

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Paco Underhill

Paco founded Envirosell Inc. in 1986 as a testing agency for prototype stores. A consulting firm that does research, Envirosell has worked in 46 countries and with more than half of the Fortune 50 list.

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Laurie Weston

Laurie Weston, Director, Retail, Purolator Laurie Weston is the Director of Retail at Purolator. She's responsible for leading the company's more than 1,200 customer access points and driving strategic partnerships to accelerate growth of consumer access across Canada.

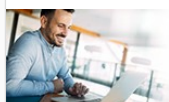
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