

Contact:

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When

July 20, 2010 at 05:15 PM
to
July 20, 2010 at 09:00 PM

 [Add to my calendar](#)

Where

Ajax Town Hall, Council Chambers
65 Harwood Ave. S.
Ajax, ON L1S 2H9



Agenda:

5:15 pm: Networking Dinner courtesy of CIBC

6:00 - 7:15:
Session 1: Retail Makeover Business Planning Program

7:15 - 7:30: Break - refreshments

7:30 - 8:45:
Session 2: Retail Makeover: Store Design and Product Placement

8:45 - 9:00: Wrap up and Retail Makeover drawing for 'On-Site with Barbara Crowhurst!'

This exclusive workshop is brought to you by...



For what matters.



Attention Retailers!!!

Due to an overwhelming request, the Town of Ajax is pleased to present a 2010 special engagement workshop with **Barbara Crowhurst of Retail Makeover!** This exclusive event is free for local retailers, courtesy of CIBC, Downtown Ajax BIA, Pickering Village BIA and the Town of Ajax Business Development Team!

A one-evening, 2-topic presentation will have you ready to tackle the holiday season, and beyond, for growth and greater profits!

Tuesday, July 20, 2010

5:15 - 9:00pm

**Ajax Town Hall,
Council Chambers**



What you will Learn:

Topic #1: Retail Makeover Business Planning Program

International retail industry expert, Barbara Crowhurst, will share with you her Retail Business Planning Program. She will teach you what you will need to do to have the best year end ever and start paying yourself better, including:

- **8 Best Retail Strategies**
- **Developing your Strategic Marketing Plan**
- **Setting Sales Targets**
- **and more!**

Topic #2: Store Design and Product Placement

Barbara Crowhurst, leading Retail Industry Expert, will teach you about the importance of **store design**, the **products** you select, **product placement** and how these impact retail sales. During this interactive seminar Barbara has you working on **your own** business.

PLUS...One lucky retailer will

WIN a Retail Makeover on site with Barbara Crowhurst the day after the workshop!

What others are saying about Barbara's workshops...

"During her session, she absolutely captivated the audience's attention and was so effective in her presentations that the attendees were constantly scribbling notes and shaking their heads in agreement. Her excitement and experience in the retail industry makes her an excellent public speaker and an expert in her field. She definitely lit a spark under the retailers of Antigonish, Nova Scotia."

"I wish I had met you sooner! I implemented your suggestions the day after your seminar and I am absolutely gushing with delight and enthusiasm. Our sales doubled the day I made the changes you recommended and the staff have an entrepreneurial motivation that I have never seen in them. Each and every employee is treating our customers as their own and taking an unparalleled pride in our products."

"It is so encouraging to see a room full of entrepreneurs excited to work together and to improve the environment that they all collectively do business in. We are already seeing changes in many of the businesses that attended, and we're looking forward to making Downtown Cobourg an even better place to visit." (Downtown Cobourg BIA)

"Her experience is invaluable, whether you are just starting out in the business, or looking to grow your company in a new direction, she is able to very methodically help pave the way for reaching true success."

Seating is Limited! Register Now!

Call 905-683-3000 or email
priority@townofajax.com



Register Now!