



High Impact Retailing

Compete and Prosper in the Big-Box World

Featuring

Barbara Crowhurst
Retail Makeover Specialist



Monday, June 4, 2007
Princess Twin Cinemas, Waterloo
8:30AM - 4:00PM

A retail-focused seminar event that will help you with the way you do business!

SEMINAR TOPICS INCLUDE:

- **Marketing and sales strategies**
- **Exceptional customer service**
- **Innovative store design**
- **Finding and retaining employees**

For registration and more information

519.747.6265

www.waterlooregionsmallbusiness.com

www.uptownwaterloobia.com

FULL DAY FEE: UpTown Waterloo BIA members (\$80)
(lunch incl.) All others (\$135)

PER SEMINAR: UpTown Waterloo BIA members (\$25)
All others (\$40)

LUNCH: UpTown Waterloo BIA members and all others (\$15)

All prices include GST

Hosted by



BUSINESS IMPROVEMENT AREA

REGISTRATION

Phone: 519.747.6265

By Fax: Complete this form and fax to:
519.747.6266

By Mail: Complete this form and mail to:

Waterloo Region Small Business Centre
100 Regina Street South, Waterloo ON
N2J 4A8

Registration Information:

Name: _____

E-mail: _____

Phone: _____

Business Name: _____

UpTown Waterloo BIA Member (please circle one):

YES NO

I will be attending (please check one):

FULL DAY (including lunch)

INDIVIDUAL SEMINAR(S) (please circle seminar #s)

1 2 3 4

LUNCH

Payment Method (circle one):

Cheque Visa Master Card

(Cheques Payable to the **Waterloo Region SBC**)

Card Number: _____

Name on Card: _____

Expiry date: _____

Signature: _____

AGENDA

8:00 Registration

8:30 **SEMINAR #1:**

Marketing and Sales Strategies

9:45 Break and Networking

10:00 **SEMINAR #2:**

Exceptional Customer Service

11:30 Lunch and Networking

1:00 **SEMINAR #3:**

Innovative Store Design and

Product Placement

2:30 Break and Networking

2:45 **SEMINAR #4:**

Finding, Hiring, and Keeping the
Right People

4:00 Safe Journey Home!