



Communicating your retail offer & brand

**What lessons can we
learn from the high street,
that we can apply now
to Higher Education?**



GILES POYNER

Giles has worked in brand and marketing agencies for over 15 years. He has a wide range of experience working with UK, Pan European and Global brands.

His experience in brand development includes work with Tesco, Vodafone, Innocent, Virgin, M&S, William Hill, Stella Artois, San Miguel, Bacardi Martini, Unilever and Proctor & Gamble. More recent work includes brand re-positioning and communication development for All Bar One, West Cornwall Pasty Co., Punch Taverns, O'Neill's, Whole Foods Market, Cadbury's, Lanson, Hilton, Searcys, Sodexo and Baxter Storey.

Giles' company has also supported clients to win bids for The Commonwealth Games (Glasgow 2014), London 2012 Olympic Games, Cadbury World, Blenheim Palace and Royal Ascot.

His work spans both high street and large contract caterers, which allows him to combine high street retail insight with an understanding of the HE market.

Giles is described as a no nonsense marketer, who will tell it like it is. His attitude to design, marketing, branding and communication is that it must always deliver a commercial return.

It is not about subjectivity, it is about employing proven marketing strategy that makes a real difference to the bottom line.

THE SEMINAR

We know that Higher Education is undergoing significant change. We also know that students value their leisure retail experiences. Our ability to think and act like disciplined retailers is important financially and operationally.

With experience covering some of the worlds largest brands, Giles will take some of the strategy that they employ today, explain why it is effective and show how it can be relevant to us.

The day will be wide ranging and is relevant to Catering Managers, Brand Managers, Marketeers and Retail Catering Managers and will help you formulate your own ideas and plans ready for upcoming projects this year.

Giles will show how retailers communicate and operate to achieve the best possible loyalty and advocacy from their customers and he will provide real examples and ideas that can be used in your institutions immediately.

This is a course that uncovers the cleverness of the high street and makes it easy to see how success can be achieved.

This is a day course and will cover a broad range of topics each of which will take one hour. Each hour will include 45 minutes from Giles and 15 minutes questions and answers. Giles will then be available at the end of the day to discuss any particular challenges or questions that arise from the days sessions.

**9am REGISTRATION
for 9.30am start**

Session 1

How meeting functional and emotional customer needs will drive financial performance

BREAK

Session 2

How effective communication increases revenues

BREAK

Session 3

How the hospitality catering market is changing and examples of best practice

LUNCH

Session 4

How to develop a brand proposition as a promise to customers and an ethic to our teams

BREAK

Session 5

How pricing is not just about price!!
General discussion and specific questions

4.30pm CLOSE

THE FEEDBACK

Having spoken at both TUCO and CUBO, Giles has been asked to host a days seminar following rave reviews and numerous requests to tell us more about what is happening on the high street.

“High energy and very stimulating in sharing practical marketing strategies and trends - lots of ideas to take away.”

“Best session I’ve ever been to.
Fast, informative and knowledgeable.”

“Very illuminating - a lot to take back to dept.
Can see where we need to improve.”

“Fantastic presentation.”

“Very detailed and inspiring - one of the best presentations I’ve ever seen.”

“Really enjoyed the presentation.
Very relevant to us.”