

5th National Health Store Conference

Earls Court | London | 22nd October 2010

Includes
FREE Ticket
To camexpo
(see back page)

Just Looking, Thanks!



This year's **National Health Store Conference** sets out to do exactly what it says on the tin! Taking a lead from the title of Keynote Speaker Alf Dunbar's brilliant book *Just Looking, Thanks*, the packed programme has an unmistakably practical theme – covering everything from affordable marketing to eye-catching visual merchandising, great sales techniques to brilliant branding advice.

With a fantastic line-up of big-name speakers and leading retail, sales and marketing experts, this year's Health Store Conference is set to be the best ever!



Leading marketing trainer,
Ted Wainman (left)



Top visual merchandising
trainer, **Sue Fraser** (middle)



Our keynote – In-demand
motivational speaker
and retail specialist,
Alf Dunbar (right)

Limited number of **FREE TICKETS*** available, call 01273 645130

Book Today!

The first 150 delegate places are **FREE***. Due to the overwhelming feedback from previous events we expect a quick sell out so book your place **TODAY!** To reserve your place, email us at hbosher@divcom.co.uk

*Free places are limited to two per store. Additional store members can book at the rate of £39. A deposit of £39 is required (cheque or credit card), which is fully refundable and will be banked only if the delegate does not turn up on the day without prior cancellation.

Organised by:

Natural Products



Independent Health Store
Retailers Club

In association with:



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Just Looking, Thanks!

Compelling topics — great speakers

- **Closing that sale...naturally** A high-energy Keynote from Alf Dunbar will show you everything you need to know to create a shopping experience for your customer.
- **Smart Marketing** — great marketing on a shoestring. A two-part session that sets out the foundations of great marketing, then hears from a diverse panel of retailers on their own 'smart marketing' experience.
- **Top Visual Merchandising trainer** Sue Fraser will be joined by a panel of well-known retailers to present a fast-moving talk on top techniques for effective VM.
- **My Second Store Experience** — real-life stories from natural products retailers who have taken the big step of opening store number two!
- **Why I love health stores** — Janey Lee Grace (Steve Wright in the Afternoon star and health food campaigner) gives her take on our industry and why it's so important to the health and wellbeing of the nation.



Morning session

08:45-09:15 Coffee & Registration

09:25-09:30 Welcome by Natural Products editor Jim Manson

09:30-10:45 Keynote: Alf Dunbar - "You Are The Difference"



Alf Dunbar is one of the most effective and in-demand coaching and motivational speakers, with a background in small business retailing. He's also the author of the brilliant and incredibly practical **Just Looking Thanks** — a copy of which every delegate will receive free as a follow-up support tool. Alf will take us through all the ingredients behind the great shopping experience. You'll learn how to:

- Develop the skills, knowledge and confidence in how to welcome, engage and close the sale in a natural, non-pressurised way.
- Create a positive momentum within the store; impacting on the way the whole team thinks about customer service.
- Encourage the customer to re-visit the store by the high level of service provided.

10.45-11:15 Coffee

11:15-12:15 Effective Visual Merchandising

Top Visual Merchandising trainer, **Sue Fraser**, presents a fast moving talk on the principles of effective VM — and how to make them work in your store.

Then our panel of Leading natural products retailers give us some real-life examples of how effective visual merchandising can turn a good store into a great store.

The panel: **Margaret Peet**, Naked Nutrition and **Monica McSherry**, Healthmatters

12:15-12:40 Creating the Foundations for Great Marketing

We welcome back a popular speaker at the 2008 Conference, **Ted Wainman**. Ted is one of the UK's most sought after marketing trainers, who also has a wide experience coaching senior executives. In this session, you'll learn how to:



- Understand your brand personality
- know who you and your audience are
- understand your USPs
- get your whole team behind the core mission — and make the plan!

12:40-13:00 Workshops

Sum up your brand in six sill questions. Trust us, it works! You've got 20 minutes...

13:00-14:00 Lunch

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Afternoon session

14:00-14:45 Smart Marketing

Or great marketing on a shoestring! The most effective marketing is often the least expensive, particularly for smaller retailers. Our panel of retailers will discuss some of the ideas they have used, including PR, leafleting, local radio and newspaper coverage, awards, social media, blogging, YouTube and much more.

The panel:

Lucy Gatwood, Better Food Company

Alan Martin, Food For Thought

Sam Rafferty, Pomegranate

Sarah Kelly, Nourish



14:45-15:15 Workshops: Brainstorm your ideas for Smart Marketing on a Shoestring

Delegates split into 8 groups and brainstorm their own ideas for Smart Marketing on a Shoestring — then each group leader will give a one-minute presentation on their group's best idea.

15:30-15:50 Coffee

15:50-16:30 My Second Store Experience

Opening a second store is a big step to make. In this session you'll hear from successful retailers who have already done it. Find out how they: Raised the cash; found a site; negotiated a lease; got suppliers and staff onboard — and successfully boosted their bottom line!

Our retailers:

Gill Silverthorn, The Bran Tub

Duncan Gillan, Rosemary's Health Foods

16:30-16:45 Why I Love Health Food Stores – Janey Lee Grace

Best known for her starring role on Radio 2's Steve Wright In The Afternoon show, **Janey Lee Grace** has become a fantastic supporter of all things natural. Janey will wrap up the day with her take on why our industry is so important to people and the future health of the nation.

16:30-16:45 It's a Wrap!

Simon Wright gives us his take-home points and finishes the day with questions from the audience.

NOTE: The programme is subject to change without notice.

The **5th National Health Store Conference** is back following the huge success of the past four years and the signs are that it's going to be even better. Developed by the Natural Products team and our six CONFERENCE PARTNERS, it will provide an essential mix of inspirational and practical business advice for independent health stores.

Our superb venue

This year's conference will be held at the superb conference centre at Earls Court, which is easily accessible for delegates from throughout the country.

FREE* to Independent Retailers

Once again, thanks to the generous support of our conference partners, the conference is FREE to attend for independent retailers and members of the Independent Health Store Retailers Club. However, as this is an expensive event to stage, all we ask is that you provide a deposit of £39, which will be refunded when you turn up - or if you cancel 7 days in advance!

What's Included?

The comprehensive delegate package includes a full day of presentations, lunch, tea & coffee breaks and comprehensive conference material.

BOOK TODAY!

We're restricted to 150 delegates and we expect a quick sell-out. To reserve your place, email us today at hbosher@divcom.co.uk.

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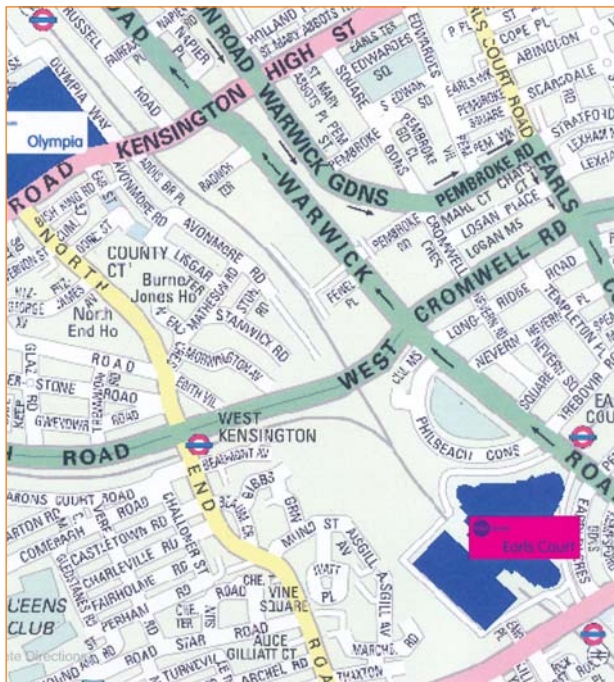


Free entry to camexpo!

This year's conference has been conveniently timed to take place the day before the opening of the highly popular Camexpo, the most important autumn event for natural health care in the UK. With a fantastic seminar programme and nearly 200 top name exhibitors, including some of the biggest names in the industry, it is perfectly placed to coincide with the beginning of the all important winter trade season. Your delegate place will include free entry to the show. To see the full programme please visit www.camexpo.co.uk. For hotel reservations, visit HRS at www.hrs.com/web3/

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HOW TO GET THERE

By train: London Overground and Southern trains run direct services to West Brompton station (300m from Earls Court)

By tube: Use Earls Court (District and Circle Line) or West Brompton (District Line)

By bus: Use any of these routes: 74, 190, 430

By car: Good access from the major motorway networks, including the M1, M4 and M3. Pre-bookable parking is available at the venue — more information at www.eco.co.uk

Hotels: Contact HRS on 0870 2430003 or at www.hrs.com/web3/

A big thank you to our conference partners

We would like to take this opportunity to thank our conference partners for sponsoring this year's conference, and making it possible to stage this important event for the UK health food industry.

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