

LONDON SHOW STATIONERY

SOUTH SEMINAR THEATRE

DAY ONE – TUESDAY, 25 APRIL

11.00 – 11.30	<p>Intelligent Retail: Tina Jones and David Fairhurst - Optimise your website for google to get more visitors for free and increase conversions <i>Over the past 10 years Intelligent Retail has created hundreds of eCommerce retail websites and optimised them for Google. They will be sharing with you what really matters in 2017 if you want to gain traffic from the UK's most popular search engine!</i></p>
11.45 – 12.15	<p>Talking Retail: Michael Weedon of exp2 – What's happening in the UK's High Streets <i>Michael is a researcher, analyst and regular news commentator on retail locations. He works with Local Data Company and independent retailers and has three decades of experience at board level with trade associations, government and national media. He will be covering the latest data on trends in the retail locations of Britain.</i></p>
12.30 – 13.00	<p>Stationery Trends: Phil Pond, Scarlet Opus - Merchandising for Christmas 2017 <i>Trend translator Phil Pond will share details of the key trends affecting festive sales this year and some top tips for making sure your instore merchandising is appealing and On Trend.</i></p>
14.00 – 14.30	<p>Digital Thinking: Tanya Barrow @MummyBarrow - Blogging as a business <i>Tanya Barrow started blogging as Mummy Barrow seven years ago to get things out of her head. She has now turned that blog into an award-winning corner of the web. Mummy Barrow now works closely with several brands to promote their products to her ever-growing audience, whilst also working with charities to champion their cause and fundraise. She is also always on the lookout for a good cuppa and a quiet nap.</i></p>
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DAY TWO – WEDNESDAY, 26 APRIL

<p>10.30 – Introduction to being a NOTHS Partner</p> <p>10.45 – Appointments booked in</p> <p>11.00 - 13.00 Appointments</p> <p>OPEN TO EXHIBITORS AND VISITORS</p>	<p>NOTHS Stationery Pitch-Up Event:</p> <p>A team from leading online curators notonthehighstreet will be at the show to invite potential partners to Pitch-Up with their ideas!</p> <p>They will be looking for trend-led ideas and products – in particular:</p> <ul style="list-style-type: none"> • <i>Guest Books or Guest Book alternatives</i> • <i>Record Books or ways to capture special milestones</i> • <i>Paper Crafts and Origami to support significant occasions</i> • <i>Desk Accessories which are both practical and unique</i>
<p>14.00 – 14.30</p>	<p>Digital Thinking: Laura Seaton of BLOG On - Should you blog as a business and how to do it successfully. <i>Laura Seaton has been blogging as Tired Mummy of Two for nearly 7 years and has seen blogging change from a hobby to a career. As well as running her own successful blog, she organises blogger outreach programmes for some big names within the toy industry and hosts conferences to teach other bloggers how to make improvements and treat their blog as a business.</i></p>
<p>14.45 – 15.30</p>	<p>Stationery Retailing: Tim Radley - How to evolve from an impulse stockist to a Stationery Destination Powerhouse! <i>Retail consultant Tim Radley, of VM-Unleashed, will work through ways to improve professionalism within independent retailers and chains to attract and build your own loyal customer traffic - specifically working with the assortment planning, dynamic retail calendars and building and communicating a retail brand with authority, inspiration and leadership.</i></p>

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NORTH SEMINAR THEATRE

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11.30 – 12.00	Digital Thinking: Tanya Barrow @MummyBarrow - Using social media to your advantage <i>Tanya Barrow started blogging as Mummy Barrow seven years ago to get things out of her head. She has now turned that blog into an award-winning corner of the web. Mummy Barrow now works closely with several brands to promote their products to her ever-growing audience, whilst also working with charities to champion their cause and fundraise. She is also always on the lookout for a good cuppa and a quiet nap.</i>
12.15 – 13.00	Stationery Retailing: Tim Radley - 10 ways to make more money from your stores <i>Retail consultant Tim Radley, of VM-Unleashed, will summarise, using some best practice examples from across sectors, 10 important and relatively easy ways to increase sales and profit whether a large national chain or an individual independent.</i>
14.00 – 14.30	Talking Retail: Michael Weedon of exp2 - What's happening in the UK's High Streets <i>Michael is a researcher, analyst and regular news commentator on retail locations. He works with Local Data Company and independent retailers and has three decades of experience at board level with trade associations, government and national media. He will be covering the latest data on trends in the retail locations of Britain.</i>
14.45– 15.15	Stationery Trends: Phil Pond, Scarlet Opus – Global trends to prepare for in 2018 <i>Trend translator Phil Pond will share details of global design and consumer trends affecting stationery sales for spring/summer 2018.</i>

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11.00 – 11.30	<p>Digital Thinking: Laura Seaton from BLOG ON - Working with bloggers and making it work for you <i>Laura Seaton has been blogging as Tired Mummy of Two for nearly 7 years and has seen blogging change from a hobby to a career. As well as running her own successful blog, she organises blogger outreach programmes for some big names within the toy industry and hosts conferences to teach other bloggers how to make improvements and treat their blog as a business.</i></p>
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13.30 – 14.00	<p>Giftware Trade Association: Sarah Ward, Chief Executive of The Giftware Association <i>Sarah will be talking about some of the success stories of its members and the key benefits of belonging to a Trade Association with a history in this day. Sarah's background in retail has given the Association a wealth of knowledge and personal experience to many of its members as well as offering networking opportunities to all its members.</i></p>
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