

MAKING E-LEARNING WORK IN RETAIL

12th September 2007

Central London

**A One Day Conference with Some of the UK's Leading
Practitioners**

**The only UK event aimed specifically at meeting the unique
needs of retailers.**



**Of benefit to Store Operations, Buying & Merchandising,
Human Resources, Training and IT**

**Keynote presentations from Marks & Spencer, Mothercare,
Poundstretcher and One Stop**

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MAKING E-LEARNING WORK IN RETAIL

Attendees at this special event will:

- Gain a clear understanding of what works best.
- Update their knowledge of best practice in this area.
- Receive a host of ideas on how you can deploy e-learning successfully.
- Take away a comprehensive conference manual containing valuable reference material well as copies of presentations.
- Develop a network of contacts that will help you explore new ideas and solutions to business issues in future.

Conference Purpose

Retail is characterised by large numbers of staff and large numbers of suppliers. Staff turnover is high relative to other industries. Stores and the supply base are scattered geographically and it is not economically feasible to bring large groups together to be trained in one place. In the case of the supply base, language may be another issue.

E-learning, web-based learning, DVD training, call it what you will, is ideal for this environment. It has many advantages:

- While it is more expensive to develop, it is cheap to run. The economics favour large audiences.
- Individuals can be trained one at a time at hours to suit them and their work schedules.
- Training can be monitored to see how well, each student did and to assess the effectiveness of the program.

But, it hasn't all been plain sailing for retailers that have adopted this technology.

Sometimes the training is less than engaging. The student may find it hard to get their questions answered. The material may have to be re-written more often if the initial design was bad.

However, the sheer rate of change of the Internet and the availability of broadband communications in more and more locations, is making many improvements possible.

This conference will explore the secrets of making e-learning work in practice.

This is a once only opportunity to hear from experienced practitioners in this field, including:

- Maura Kelly, Marks and Spencer
- Steven Ash or colleague, Mothercare
- Paula Wilson, One Stop
- Instore/Poundstretcher
- Brian Hume, Martec international
- An "Ask the Experts" special session.

Time	Presentation	Speaker
09.00	Registration and coffee	
09.30	Welcome and introduction, overview of the day	Gurdeep Grewal Managing Director Zensar Technologies
09.45-10.30	<p>The state of the art in e-learning</p> <ul style="list-style-type: none"> • A non-technical overview of the technology • Using it to teach facts verses skills • When instructor-led training works better and blended approaches • Some examples of successful deployments in store systems training, merchandising training, sales training, etc • The cost structure and typical costs involved. Making it commercially feasible. • The secrets of success – how to get all the benefits <p>This session will include some short live cameos.</p>	Brian Hume Managing Director Martec International
10.30-11.00	Coffee break and the opportunity to see some live examples	
11.00-11.40	Training the supply base at Marks & Spencer. Improving the responsiveness of the supply chain has been a major factor in the turnaround at M&S. Maura leads the development of M&S's General Merchandise Logistics Academy and will describe how the use of distance learning technologies has enabled their suppliers to be more effective at their part of the change program.	Maura Kelly Supply Chain Program Manager Marks and Spencer
11.40-12.30	<p>The application of e-learning at Instore/Poundstretcher. Discount retailers need to operate with the lowest possible cost. Les will describe a series of projects at Poundstretcher that delivered essential training very cost effectively. Examples include</p> <ul style="list-style-type: none"> • Timely and accurate payroll data collection. • Achieving best practice EPOS Cash Management. • Ensuring a smooth Chip & PIN introduction. • Achieving add on sales to increase basket size. • Protecting the business. • Visual merchandising – improving stock presentation to drive additional sales. <p>Some of the applications will be available to examine in the breaks.</p>	Les Thomas Recently CIO of Instore
12.30-14.00	Lunch	
14.00-14.40	Upskilling people in the c-store environment. Further details to follow.	Paula Wilson Head of Training & Development (Tesco Stores) One Stop Stores
14.40-15.20	A case study from the US	Speaker to be confirmed, check www.martec-international.com for details
15.20-15.40	Refreshment break	
15.40-16.20	Case study from Mothercare. Further details to follow.	Steve Ash or colleague Head of IT Mothercare
16.20-16.45	<p>Ask the experts panel</p> <p>An opportunity to ask all of the day's speakers the questions that matter to you and get their expert input</p>	Today's speakers plus Peter Fullard from Upskilling People
16.45	Closing remarks	Demonstration area open till 17.30

MAKING E-LEARNING WORK IN RETAIL 12TH SEPTEMBER 2007

This event is sponsored by Martec International and Zensar Technologies UK Ltd.

Due to the generosity of our sponsors, we are able to offer this all-day event at a very competitive £349. **And** for those companies booking two places, a third person can come free. We suggest that business sponsors bring along their training and HR colleagues so that the whole team picks up valuable tips to make e-learning a success.

The fee includes attendance, lunch, refreshments through the day and a comprehensive set of speaker notes to take away. It also provides a great chance to see e-learning in action.

DELEGATE DETAILS

Name _____

Job Title _____

Company _____

Address _____



City _____ County _____

Postcode _____ Tel No _____

E-mail _____

PAYMENT DETAILS

Please register _____ delegate(s) at the rate of £349 plus vat = £410.08

Charge my credit card:   3 digit security code _____

Card Number:

Signature _____ Exp. Date:

Cardholder: _____

Cardholder's Address: _____

Please find enclosed a cheque for the amount of £ _____

Martec International

Martec International is a leading consulting and training practice specialising in buying and merchandising, supply chain and store operations. We provide best practice business process development, project and change management services and we develop and deliver skills training using e-learning and instructor-led approaches. We market a library of pre-developed e-learning programs in Europe and in the US in conjunction with the National Retail Federation's NRF University *Wired*.

+44 (0)1823 333469

Zensar Technologies

Zensar is a leading developer of e-learning applications to clients around the world and has a number of UK retail customers, some of whom are speaking today. In addition, we provide a full range of information technology development and systems integration services using a combination of on-shore and off-shore resources. Our newest off-shore facility in Poland, recently came on stream.

+44 (0)1753 692700

Booking Conditions

Provisional bookings may be made to reserve space while payment is organized. Attendees may cancel up to two weeks before with a full refund. A substitution is allowed at any time. If payment is not received prior to the event, attendees agree to pay with a personal credit card and claim the cost back internally.

The organizers reserve the right to cancel to two weeks before the event for reasons beyond its control. In this event, we are not liable for any travel expenses incurred.