

# A Beginner's Guide to Visual Merchandising

<https://www.igds.org/events/igds-visual-merchandising-courses/>



## COURSE MODULES

### 1. The 4 Key Visual Merchandising Techniques

How to apply the 4 key visual merchandising techniques to window dressing and in store visual merchandising

### 2. Practical Task: Composition Displays

Practice creating symmetrical and asymmetrical product compositions using 3D products

### 3. Creating Effective Window Displays

Apply the key principles learned to create effective window displays

### 4. Practical Task: New Season Window Displays

Practice redressing your store window/show case using the key VM principles discussed

### 5. Create Link Selling Opportunities

Use link selling opportunities to create a consistent promotional message throughout the store

### 6. Effective Handling and Styling

Learn how to effectively handle and style display mannequins and busts

### 7. In Store Product Presentation Methods

Understanding your customers' shopping needs to create an effective shopping experience and product promotion

### 8. Practical Task: New Season Hot Spot Space

Practice creating and merchandising your in-store hot spot space

### 9. Principles of Effective Store Layout

Discover the importance of carrying out a customer flow exercise to identify the areas of opportunity within your shopfloor

### 10. Practical Task: Your Own Customer Flow

Practice carrying out your own customer flow exercise

For more information, please contact IGDS:

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## LEARNING OBJECTIVE

- Intro to the VM techniques and how to apply to window dressing & in-store visual merchandising
- Create effective window displays using the key VM principles and create link selling opportunities from your window display
- Applying link selling merchandising techniques to your product merchandising

## LEARNING FORMAT

- Designed to be completed online
- Duration: participants have the flexibility to learn at their own pace, up to 45 learning hours
- Provided: reading material, video tutorials, 1:1 interactive tutoring

## COURSE FEES

- Fees per course per person: €398
- Fees for 2-course pack per person: €742

## CERTIFICATE

- Participants will receive an official certificate upon successful completion of all modules

[Registration Link](#)

## SARAH MANNING Course Leader

Apart from having over 25 years of experience working in the VM industry at Harrods, Selfridges and Marks &

Spencer, Sarah has also worked with a wide range of high-profile clients, including Zara, Nespresso, LVMH and more.

