



Press Release

17th September 2010

Business Development in the Spotlight at CTN World Seminar

Running alongside CTN World 2010 due to take place at the Ricoh Arena in Coventry on 21-22 November, this year's seminar programme puts the emphasis on store improvement and the different ways that independent convenience retailers can get ahead in these challenging financial times.

These seminars will offer the show's visitors a wide range of educational and learning opportunities designed to help them become more successful retailers and build-up more profitable businesses. Amongst the speaker line-up for the 2010 programme are included such well-known names as Cadbury, Mars, Booker, the Daily Mail and Guardian News & Media.

Each of these companies will be on-hand to provide practical tips and advice on a wide range of issues, for example Epay Ltd will be talking about how retailers can use their EPoS systems to generate more sales, as well as take a look at what the independent sector can expect from electronic products and services in the future.

Themed "Beyond the Main Display", confectionery giant Mars will consider alternative merchandising and promotional devices, while Cadbury will be outlining planned activities to support the sales of Creme Egg in-store as well as look at how independent retailers can benefit from events such the London 2012 Olympics.

In a presentation that reflects their customer pledge of "choice up, prices down, and better service", Steve Fox, Retail Sales Director at Booker, will be discussing the latest additions to their product range, their continued commitment to reductions on everyday essentials such as bread and milk as well as new and improved services such as their ordering and payment systems and their market leading website.

Other contributors include Tracey Hart, Circulation Sales Manager at Mail Newspapers who will examine the importance of Home News Delivery to the independent sector, while Kai Muxlow, responsible for content sales and marketing at the Guardian, will invite delegates to consider the "Power of the Press".

Your News Industry is also back on the agenda for 2010, with Marketforce coordinating a series of presentations that include the Just Ask Campaign, ranging and planogram, collectables and part works.

The seminar will also provide a platform for the NFRN offering advice to their members on business development, Nick Shanagher of Newtrade Publishing will present Tips from the IAA and the charismatic Diane Cannon, representing the Federation of Wholesale Distributors, will reveal more about the "My Shop Your Shop" campaign.

More follows...

Commenting on this year's seminar programme, NFRN Head of Marketing and Business Development Graeme Collins said: "It's very gratifying to have so many of our exhibitors and sponsors willing to give up their time to speak at the seminar.

"This year we have at least double the number of companies taking part, all of which makes for a highly informative and engaging visitor experience. I would encourage as many retailers as possible to take time during the show to sit in on at least one, if not more, of these sessions. I'm sure they'll find it time well spent."

To register for CTN World and secure your FREE place at the 2010 seminar programme please go to: www.ctnworld.co.uk or call 0845 218 6055.

Ends

For more information please contact Anne Bingham, NFRN Communications Manager on 07879 646842