

25 March 2010  
For immediate release

## YOUR STORE'S NEW EVENTS AND PROMOTIONS BIBLE

**The *NZRetail* Store Events and Promotions Directory will do all the hard work for retailers getting all the information they'll need to prepare their store for a major promotion.**

There's no doubt that retail is a challenging sector. From individual store-owners, through to national franchises and chains, retail owners all share a drive to maximise their return, while juggling day-to-day challenges such as managing stock levels, their staff and marketing their business.

With all this going on, it's little wonder strategic planning for tackling major sales peaks such as Christmas and Easter can get overlooked or left until it's too late. So too, ideas on creating store specific events or leveraging potential promotional opportunities such as Mother's and Father's Day, Valentine's Day can be a challenge.

The *NZRetail* Store Events and Promotions Directory will be packed with all the information you'll need to prepare your store for a major promotion. It will also show how you can tailor more specialised events to differentiate your store from its competitors.

The sectors and subjects we'll cover are: Shop fitting and store design; Signage; Packaging and promotional accessories; Retail business service; and Security.

The directory will take the form of an A5 booklet which will be inserted into the July 2010 issue of *NZRetail* magazine.

If you're a supplier to these sectors, then you won't want to miss the opportunity to market to this highly engaged audience. The *NZRetail* Store Events and Promotions Directory will be a practical, informative guide that we expect retailers will keep and refer to regularly for inspiration.

ENDS

For more information, contact:  
Megan Dixon  
Advertising Manager, *NZRetail* magazine  
T 09 360 5700  
M 027 544 2298  
E [megan@tangiblemedia.co.nz](mailto:megan@tangiblemedia.co.nz)