

# VM CENTRAL 3-DAY VISUAL MERCHANDISING WORKSHOP



# VM WORKSHOP INFORMATION

DATES	COURSE DETAILS
MAY 2013  JULY 2013	14 – 16 May 2013 / Tuesday to Thursday 9am-5pm (application deadline – 16 April 2013) 19 – 21 July 2013 / Friday to Sunday 9am-5pm (application deadline – 20 June 2013)
COST	Course fee – R3600
CONTENT	<p>DAY 1:</p> <ul style="list-style-type: none"> <li>• The importance of VM</li> <li>• Basic VM principles</li> <li>• Theory + Practical</li> </ul> <p>We look at the role of VM and how important it is.            We study the 10 basic Visual Merchandising principles.            To get a full understanding of each principle we cover theory and do lots of practical exercises in the studio.</p> <hr/> <p>DAY 2:</p> <p>Merchandising displays</p> <ul style="list-style-type: none"> <li>• Fashion &amp; Mannequins</li> <li>• Interior &amp; Product displays</li> </ul> <p>We work with different kinds of products and how to best merchandise, display and style these items.</p> <hr/> <p>DAY 3:</p> <ul style="list-style-type: none"> <li>• Planning &amp; prepping a window / in-store</li> <li>• Designing &amp; dressing a window / in-store</li> </ul> <p>Each group receives a creative brief with material &amp; props to aid them in designing and implementing a window / in-store display.</p>

# SANET COETZEE & RUPERT SMITH

## SANET COETZEE

Sanet Coetzee is the former head of Visual Merchandising at Southern Africa's leading retailer, Woolworths. She is an internationally recognised Visual Merchandising expert, and is the owner of VM Central.

## RUPERT SMITH

Rupert Smith is a retail design specialist and the owner of Olive Studio and interior décor store o.live. He has over 20 years' Visual Merchandising experience with leading South African retailers. Rupert lectures and consults at VM Central.

## CONTACT

Visual Merchandising Central  
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Cape Town 7925

## GENERAL ENQUIRIES

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## SANET COETZEE

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## RUPERT SMITH

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# VM WORKSHOP REGISTRATION FORM

Name \_\_\_\_\_ Surname \_\_\_\_\_  
 ID number \_\_\_\_\_ Birth date \_\_\_\_\_  
 Mobile number \_\_\_\_\_ e-mail address \_\_\_\_\_  
 Postal/physical address \_\_\_\_\_ Postal code \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_

Do you have any VM work experience?

YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, then please fill in he following ...

Retailer \_\_\_\_\_ years \_\_\_\_ months \_\_\_\_\_

Retailer \_\_\_\_\_ years \_\_\_\_ months \_\_\_\_\_

Retailer \_\_\_\_\_ years \_\_\_\_ months \_\_\_\_\_

Small business years: \_\_\_\_\_ years \_\_\_\_ months \_\_\_\_\_

Freelance \_\_\_\_\_ years \_\_\_\_ months \_\_\_\_\_

Is you work experience/interest mainly in ...

FASHION \_\_\_\_\_ HOME DECOR \_\_\_\_\_

Do you have any other relevant work experience?

\_\_\_\_\_

COST OF WORKSHOP: R3 600

Electronic transfers and direct deposits can be made into the VM Central & Olive Studio account and referenced with your name. Bank: fnb / Account number: 62361048450 / Branch code: 201509. To enroll, please fill in the registration form above and return it via e-mail. Please note that a deposit of 50% of the workshop fee must accommodate your registration form.

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Please e-mail proof of payment to: sanetcoetzee@vm-central.com