



THE UK'S WATER GARDENING AND AQUATICS TRADE EVENT
TELFORD INTERNATIONAL CENTRE
6 – 7 OCTOBER 2010

Provisional Seminar Programme

Wednesday October 6 (opening times 9.30am-5.30pm)

11.15-11.45 Merchandising and how to increase your average sale

Speaker: Rupert Bridges, Tetra

With 16 years experience working in the industry, including aquatics retail and manufacturing, plus degrees in Aquaculture from Sparsholt College and Stirling University, Rupert has a wealth of knowledge and experience in understanding all aspects of keeping fish. Currently a Product Manager for Tetra UK, he is involved in the development and introduction of new products for tropical & marine fish, having also previously worked on the pond category.

12.00-12.30 The internet, how it can drive customers to your premises

Speaker: David Mackley, Intelligent Retail

1.00-2.00 Cashing in on customers

Speaker : Mark Dickens, Wanda Communications

Mark Dickens is retail strategy director of communications and design agency, Wanda. With specialist expertise in the retail sector, his skill lies in looking at life from the consumer's perspective to channel human behaviour and attitudes, into sound commercial logic using a common sense ethos to champion customers and generate sales. Over the past 20 years he has been involved in some of the most emulated benchmark customer initiatives in UK retail for clients such as Asda, B&Q, Co-op, Direct Line, GE Capital, Jack Daniels, Kingfisher, L'Oreal, NFU, Sainsbury's, Superdrug, Starbucks, Tesco, Woolworths, Waitrose and Wyevale.

He regularly commentates about retail in the media.

2.30-3.00 Invasive species – helping your customers guard against them

Speaker: Keith Davenport, OATA

After obtaining a Marine Biology degree longer ago than he likes now to admit, Keith's career has been varied. He was first a research scientist, then became a labourer on a fish farm, a technician and then lecturer at Sparsholt College where he established the first ever full time one and two year training courses for the ornamental fish industry. He has been with OATA since 1991 .

3.15-3.45 Simple ways to promote and market your business

Speaker: Mark Taylor, managing director of Clock Creative Communications

Before joining Clock in 2006 Mark had previously spent 10 years at Air Products and Chemicals Inc as a member of their European Management team, managing two European business units.

He is a post graduate qualified marketer and has gathered a vast amount of experience across many industrial sectors.

This experience helps afford Clock the unique position of being creative, strategic and commercial and it has a high level of experience in the pet and aquatics industry

Thursday October 7 (opening times 9.30am-3pm)

11.15-11.45 Merchandising and how to maximise the space within your premises

Speaker: Chris Nickson, marketing manager Tetra UK

Chris has wide experience in sales and marketing and has been with Tetra for over 10 years. He is a member of The Chartered Institute of Marketing and his responsibilities include merchandising and the in-store marketing of the Tetra brand. He is also part of Tetra's European strategic marketing group working on marketing solutions across East and West Europe

12.00-12.30 The internet, how it can drive customers to your premises

Speaker: David Mackley, Intelligent Retail

12.45-1.15 Invasive species – helping your customers guard against them (repeat of the Wednesday session)

Speaker: Keith Davenport, OATA

For more information please contact OATA Impact Exhibitions Ltd on 01892 862848.

August 16 2010

EDITORIAL INFORMATION: Peter Dawson – tel 01883 623986 or e-mail pr.aqua2010@ntlworld.com