



WestRock
Merchandising
University

Master the Skillsets Required to Navigate the Road to Retail

An exclusive continuing education program dedicated to achieving retail merchandising effectiveness, from Concept to Checkout®. One or two-day sessions are conducted at our Winston-Salem Retail Innovation Center and are specifically customized for WestRock customers and prospects. Schedule your team now.

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What Is It?

Comprehensive introduction to the business of P-O-P, including materials, printing, production and assembly/contract packaging processes. Covers effective ordering, project management and supply chain best practices.

Who Is It For?

Marketing, Promotion, Design, Program Management, Packaging, and Procurement people who wish to expand their knowledge of in-store merchandising.

What Attendees Will Take Away

1. Knowledge of all types of merchandising tactics and how and when to use them.
 2. Understanding of “best practices” associated with development, procurement, production, delivery and evaluation of point-of-purchase merchandising programs.
 3. Tools to help you be a more effective designer, manager, developer and purchaser of merchandising programs.
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Course Outline

Lectures by:

- Director of Operations
- Creative Director
- Structural Designers, Engineers

Review of latest best-in-class industry research.

Comprehensive tour of a highly integrated P-O-P production facility.

Demonstrations of practical use of materials and processes.

Exercises in project briefing, design evaluation and refinement, cost evaluation, and performance measurement.

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“The next best thing
to an **apprenticeship.**”