

What's on in 2016?

Our full calendar of events is updated regularly on popai.com.au

Inspire.

PROFESSIONAL DEVELOPMENT BREAKFAST SERIES.

Industry leaders, hot topics, coffee, pastries and friends. Turbo start your day, your business and your career with the POPAI Community.

POPai PDS Series
proudly supported by
Series Event Partners



BRAND ACTIVATION NOW
PERNOD RICARD & RED BULL -
case studies and learnings

Wed Feb 10 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

GLOBALSHOP & POPAI GLOBAL
AWARDS WRAP UP

Wed April 20 – SYD
Thurs April 21 – MEL
7.30am – 9am

\$45 members*
\$90 non-members*

RETAIL NOW – LEADING
RETAILERS SPEAK

Wed June 15 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

DIGITAL NOW – LEADING CASE
STUDIES OF DIGITAL DISRUPTION
IN MARKETING @ RETAIL

Wed Aug 10 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

GfK FUTUREBUY – GLOBAL
SHOPPER BEHAVIOUR
RESEARCH

Wed Nov 16 – SYD
Thurs Nov 17 – MEL
7.30am – 9am

\$45 members*
\$90 non-members*

GfK Futurebuy events
proudly presented by
POPai research partner



POPai Shopper Marketing
Training Series is proudly hosted
by Series Venue Sponsor

*Excluding GST.



Immerse.

POP IN-STORE TOURS.

VIP in-store immersion visits – new stores, new concepts and learnings direct from the retailers themselves.

MICROSOFT NEW STORE
VIP Keynote Sessions from Gwen
Morrison, CEO The Store, USA
Danny Lattouff, MD Ideaworks

Thursday 3 March 2016
Microsoft Store - 188 Pitt St,
Sydney NSW 2000

\$195 + GST Members
Only, Strictly Limited
Tickets

*further 2016 POP
In-store Tours TBA

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Showcase.

POP AI'S INSPIRING MARKETING @ RETAIL EXPO.

The best of the industry's innovation and excellence on show for 3 days in September. POP AI Awards entries, Inspirations gallery, and thought-leading exhibitors sharing new technologies and inspiration.

POP AI INSPIRING
MARKETING @ RETAIL
EXPO

Thurs 15, Fri 16 September
9am – 5pm
Sat 17 September
10am – 4pm
Hall 5, Sydney Showground

FREE

Lead.

2016 POP AI INTERNATIONAL SUMMIT: INSPIRING MARKETING @ RETAIL

Hear from the who's who of retailers, brands and innovators. Who is inspiring shopper hearts and minds now and how? International and national case studies and thinking.

POP AI 2016 SHOPPER
SUMMIT – INSPIRING
POSSIBILITIES

Thurs 15, Fri 16 September
Flexible session times – details on
popai.com.au
Hall 5 Function Room, Sydney
Showground, in conjunction with the
POP AI Marketing @ Retail Expo

Members session
prices from \$295 +
GST for 3.5 hours,
discount event and
day passes. Full
price list on popai.
com.au

Recognise & Reward.

POP AI MARKETING AT RETAIL AWARDS & GALA DINNER.

Be part of the most hotly contested awards program in marketing at retail. Network with industry leaders and peers at THE must-attend event of the year.

POP AI 2016 MARKETING @
RETAIL AWARDS PROGRAM

Open 15 April and
close 15 July

\$595 members*†
\$795 non-members*†

POP AI MARKETING @ RETAIL
AWARDS GALA DINNER

Thursday 15 September,
7pm – 12am
Doltone House Hyde Park
181 Elizabeth St, Sydney

\$265 members*
\$365 non-members*

*Excluding GST. †Subsequent entries attract \$100 discount per entry.

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RETAIL MEDIA

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SOCIAL MEDIA
MONITORS

ShopScience



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

AUSTRALIA & NEW ZEALAND

Network.

POPAI COMMUNITY EVENTS.

Join POPAI at informal events across the course of the year. Connect with peers, potential clients and suppliers, and POPAI's team of industry leaders.

POPAI AGM &
XMAS IN JULY DRINKS

Thursday July 28, 5-8pm
Ideaworks Level 15, 35
Clarence Street SYDNEY

FREE
members only

POPAI XMAS DRINKS
- SYDNEY

Thursday Dec 8, 5-8pm
Venue TBA

FREE
members only



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