

Retail Event Management:How to do Business

- With the industrial revolution reshaping industries, do you know how to adapt to the changing behaviour of consumers?
- Do you understand how to leverage technology effectively to transform retail management?
- Are you ready to master the skills needed to create retail events that boost visibility, loyalty, and sales?

Introduction

Retail today is not what it used to be. With the industrial revolution and rapid technological changes, consumer behaviour and preferences are shifting faster than ever before. To remain competitive, organisations can no longer rely on traditional approaches—they must unlearn old methods and relearn new strategies that resonate with modern customers. Retail Event Management goes beyond managing promotions or store openings; it is about designing experiences that attract, engage, and retain customers. Whether it is a product launch, a customer fun day, or a large-scale event, each occasion offers an opportunity to build loyalty, generate media attention, and strengthen brand visibility. This program equips participants with the knowledge and skills to manage retail events strategically, from logistics and vendor collaboration to customer engagement and technology integration. By mastering these approaches, participants will be able to deliver impactful events that not only meet business goals but also leave a lasting impression on customers.

Program Objectives

This program aims to:

- Acquire technical skills to plan and organise a retail event, especially in the industrial revolution business environment.
- Learn about successful retail event management industrial revolution business environment.

Learning Outcomes

After completing this program, participants should be able to:

- Develop a unique appreciation of what it takes to produce and market a range of different types of retail event.
- Apply how retail events are used by organisations to promote the market and create relationships.
- Apply technology in managing and expanding a retail business.

Who should attend?

First-line management, middle management, and anyone who wish to acquire in-depth knowledge in retail event management

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	The Paradigm Shift of Retail Industry In this module, the participants would start to understand the impact of the industrial revolution to the retail industry. The paradigm shift and the method to do business is no longer business in usual. Even consumer and customer behaviour changed with the advancement of technology.
10.30am-11.00am	Morning Break
11.00am-1.00pm	Skills and Knowledge that are Required to be Successful in Retail In this module would increase participants with sufficient skills and knowledge to manage retail in the industrial revolution era. The participants would need to apply application in managing retail in an effective and efficient way.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Planning Retail Event One of the requirements to manage retail effectively is to master the skills of the retail event. In this module, the participant would learn how to have an effective schedule. Also, the participants would learn the methodology to get the best guests, deals and venues
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	How to Control your Budget, Inflow and Outflow for the Event? In this module, the participants would learn how to manage a budget, control of the inflow and outflow of the event. Then, the participants

	would learn the fundamental of cost control in this stage.
Time	Day Two
9.00am– 10.30am	<p>Event Detail Audit</p> <p>In this module, the participants would learn how to conduct a performance audit on the event. The participants would learn how to measure the efficiency, the effectiveness and the economy of the event.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Risks involved in Organising a Retail Event</p> <p>In this module, the participants would conduct forecasting and evaluation of financial risks together with the identification of procedures to avoid or minimise their impact. In addition, the participants would conduct identification, evaluation, and prioritisation of risks followed by coordinated and economical application of resources to minimise, monitor, and control the probability or impact of unfortunate events or to maximise the realisation of opportunities.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Create an Appropriate Atmosphere</p> <p>In order to succeed in retail, the environment plays an important role besides the product. Hence, the participant would learn how to create a marvellous environment to provide the ultimate customer experience.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Application of Technology into Retail Management</p> <p>In this module, the participants would learn the fundamental application of technology and internet in publicity and promotion, including PR and Social Media. The application of technology aims to increase the coverage and marketing impact for the organisation.</p>