

VISUAL MERCHANDISING WORKSHOP - ST ARNAUD

Gain some fresh ideas to attract more customers and improve the visual presentation of your business



Did you know that Visual Merchandising affects businesses of all types? From retail shops to cafes and restaurants, merchandising can have a direct influence on your foot traffic and sales.

First impressions are everything - the appearance of your store is a key factor to business success.

Pop Creative Collective will present local and global examples of best-practice retail design and visual merchandising. Topics include brand identity, shopfront presentation, window displays, in-store merchandising, and how to create engaging shopping experiences.

Workshop Bonus:

All attendees will receive a complimentary Visual Merchandising booklet and details on the Shopfront Improvement Program, available to select businesses in St Arnaud.



Bookings via EventBrite:

<https://www.eventbrite.com.au/e/visual-merchandising-workshop-with-pop-creative-collective-tickets-1359663182179>

When: Wednesday 11 June, 2025

Time: 5.30pm - 7pm

Where: St Arnaud Town Hall (Perry Room)
40 Napier Street, St Arnaud

RSVP: Please register on EventBrite by Friday 6 June for catering purposes



THE PRESENTER:



Ching Ching Lee

Project Management; Creative Direction; Visual Merchandising & Strategic Brand Development

Ching Ching is a multi-disciplined designer, visual merchandiser, presenter and project manager, with a passion for design that fosters connections between people, communities, and the environment.

With over two decades of experience working with small businesses, she has honed her expertise in creating branding design for small business, visual merchandising training and implementation, small-scale place activation, and municipality-wide festive strategy. Understanding the financial constraints of small businesses, she ensures her team delivers focused, cost-effective, and results-driven solutions tailored to each client's needs.

Ching Ching is dedicated to preserving the heart and soul of mainstreets and activity centres: the independent small business trader. Through her Shopfront Improvement Programs and Council-supported initiatives, she enhances the 'bricks and mortar' retail experience by seamlessly integrating shopfronts with place-based activations. She continues to collaborate closely with stakeholders to help small businesses not only survive but thrive in an ever-evolving retail landscape.