

Survival of the Fittest

A BRA Retail Certification Program

Tools for Succeeding in Today's Economy



BRA Retail Certification Program

San Diego Convention Center

August 12th, 2010

SAVE THE DATE & VISIT WWW.BOARDRETAILERS.ORG

TO REGISTER TODAY FOR SURVIVAL OF THE FITTEST

In conjunction with ASR Marketplace, the Board Retailers Association (BRA) will once again host **Survival of the Fittest – A BRA Retail Certification Program**, one day prior to the opening of the tradeshow on August 12th, 2010. While the event has a new name to reflect the new retail economy, the focus is still the same – to educate retailers and provide the tools necessary to continue to survive the market and increase profitability.

Survival of the Fittest is a BRA sponsored Retail Certification Program with a total of eight educational tracks focused on current market issues facing specialty shops, with two-tracks running simultaneously in August at ASR Marketplace:

Course I – Marketing & Brand Management

Includes seminars and presentations on branding and marketing, community centric retailing, customer service strategies, digital media and media management, special events and advertising tips and techniques.

Course II – Store Design & Operations

Includes presentations and roundtables focused on visual merchandising, retail design, store environment, fixtures, rental shop efficiency, real estate and lease negotiations.

Survival of the Fittest utilizes interactive seminars, presentations, workshops and roundtables designed to encourage dialogue, education, interaction and involvement among all sectors of the retail industry. Retailers are encouraged to take advantage of the trip to ASR Marketplace by attending one of the courses being offered in the Survival of the Fittest educational program. Register today at www.boardretailers.org for the preeminent retail education and networking opportunity for tradeshow attendees.

**Both the Marketing & Brand Management and Store Design & Operations courses will run simultaneously from 10:00 – 5:00 on August 12th, 2010 at the San Diego Convention Center. Registrants must choose one course for the day in order to receive certification.*

For additional details on the BRA Retail Certification Program or the ASR Marketplace Seminar Schedule please visit www.boardretailers.org

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OFFICIAL REGISTRATION FORM

SURVIVAL OF THE FITTEST

BRA Retail Certification Program

August 12th, 2010



NAME _____ COMPANY NAME _____

STREET ADDRESS _____ CITY _____

STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

ATTENDEE NAME _____

ATTENDEE NAME _____

ATTENDEE NAME _____

Educational Track (select one)

- MARKETING & BRAND MGT.
 STORE DESIGN & OPS.

PAYMENT TYPE: VISA MASTERCARD AMEX

CARD NO. _____

EXP. DATE ____/____/____ CVV CODE _____

SIGNATURE _____

CARD HOLDERS NAME (PRINT) _____

CONTACT:

Melissa Clary
 910.509.0109 ext. 1005
 Melissa@boardretailers.org
 Fax **910.509.3181**

REFUNDS:

No refunds after July 12th

SEND PAYMENT AND
 REGISTRATION FORM TO:
 Board Retailers Association
 P.O. Box 1170
 Wrightsville Beach, NC 28480

Fax: **910.509.3181**

*Please note that the BRA
 Retail Certification Program
 takes place Aug 12th – one
 day before the ASR Show in
 San Diego, CA. The ASR Show
 dates are Aug 13 – 15, 2010.*

PACKAGE PRICE

Please review and complete all sections of the registration form that apply to your event needs. Fill out the credit card information and fax the completed form to **910-509-3181**. BRA accepts VISA, Master Card and AMEX. If paying by check, please make payable to the Board Retailers Association and mail to PO Box 1170, Wrightsville Beach, NC 28480. Payments and registration must be received on or before July 30, 2010 to reserve your space. Space is limited.

The event package includes conference registration and materials for the BRA Retail Certification Program, one full day of seminars and presentations, a Certificate of Completion, lunch and beverages. Each attendee must make their own travel arrangements and accommodations. Hotel discounts are available on the ASR website. Please contact Melissa@boardretailers.org for more specifics.

Package	Package Price	Package Quantity	Total
Retail Registration (BRA Member)	\$75.00		
Retail Registration (Non-BRA Member)	\$100.00		

Marketing & Brand Management

- Truth about Branding and Marketing
- Right Techniques to Reach Right Customers
- Build Better Relationships with Digital Media
- Multi-channel Marketing for Retailing
- Marketing 2.0 for Your Business
- Community Centric Retailing Using Charity
- Customer Service Success Strategies
- How to Prosper and Not Compete on Price

Store Design & Operations

- Visual Merchandising
- Retail Renovations – What’s New and Affordable?
- Marketing without Advertising
- Solutions for a Challenging Economy
- The Power of Retail Design
- Rental Shop Efficiency
- Operational Excellence in a Down Economy
- When and How to Negotiate with Vendors

TOTAL TO BE CHARGED TO CREDIT CARD: \$ _____
FAX COMPLETED FORM TO 910.509.3181

BROUGHT TO YOU BY:



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