



MTP Press release, 04.05.2011 HOME DECOR 2011 PROGRAMME



We invite interior industry specialists, representatives of supermarkets and retail chains, store and hotel owners, designers, interior architects and developers on 25-27 May to Poznań to HOME DECOR fair. Workshops and seminars prepared for professionals will add variety to the exhibition. Here are some interesting suggestions for those interested in deepening their expertise.

Wolfgang Gruschwitz' time machine.

How are purchases going to develop in future? What will stores look like? What is the role of the access to and of our activity on the Internet? In his 45 minute speech during HOME DECOR fair **Wolfgang Gruschwitz**, a Visual Merchandising guru, the founder and general manager of the company Gruschwitz GmbH, will look ahead and tell how to motivate clients and increase their purchase enthusiasm. Thrilling product presentations? Proposing some stories? Creating well-distinguishable sale areas? Well-balanced and diversified marketing methods? During the lecture we will learn what really the key is to commercial success nowadays.

E-store in practice

During the workshop "Effective E-sales" you can learn how an Internet user views a web page and an e-store. Also, there will be presented methods of customer monitoring on the Internet and tips how to create an effective e-store navigation to make the customer buy more. Participation in the workshop is the guarantee of acquiring skills and knowledge that allow to create and develop your own e-business. It will be carried out by **Dr Marek Borowski**, colour communication specialist. A consultant, advisor and trainer for many companies.

Mission sales

What to do to increase the number of customers visiting our shop, even at the time when most stores record decrease in consumer visits? How to increase the percentage of customers doing their shopping in our store? What marketing tools are worth to apply to achieve sales results at low cost? How to increase sales at the store through promotions at the point of sale, **Jerzy Osika**, the owner and CEO of Promedia, will tell about it during HOME DECOR fair.

Protect your DESIGN

Design is a particularly important issue in the interior industry, often giving a competitive advantage to the company. Good design is not everything though, the ability to protect the project against unfair competition often plays the key role in maintaining a competitive advantage. During HOME DECOR fair, there is scheduled a lecture on the issue of the protection of product appearance and industrial design in Poland and the EU. **Malgorzata Zielinska-Lazarowicz**, a patent attorney, and **Joanna Pilka**, an industrial design specialist, will tell during their nearly one-hour speech how to effectively protect the product, how to vindicate your rights and how to prevent the use of your intellectual achievements by the competition.

We invite you to participate in the event!

[See the programme of the fair >>](#)

More information: www.homedecor.pl

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