



BRAND NEW

OUR WEBINARS REVEAL..

HOW TO GENERATE MORE SALES WITH RETAILING SECRETS!

LINK BELOW TO
REGISTER!

Travis J Reed, CEO of Creative Visionary Inc invites you to an **EXCLUSIVE** opportunity for those interested in learning key **RETAILING SECRETS** that will not only get your business noticed but also keep you a step ahead of the competition!

For 15 years, Travis has worked as a visual merchandiser, retail designer and event coordinator with companies such as MACY's, Marshall Field's, Cartier, Sears, Ann Taylor and more to design stunning displays. He has worked globally designing private boutiques, merchandising retail stores, producing charity galas/fashion shows and consulting on the designing of private optical practices. Travis is also sought after for corporate interior decorating and holiday decor.

\$50
Per Course

Curriculum for August 2015

VISUAL MERCHANDISING PRINCIPLES AND PRACTICES

Understand basic visual merchandising principles as they apply to the optical industry from how to merchandise frame boards to creating dynamic displays. Topics include vinyl graphics, color trends and vendor participation.

Wednesday, August 5th 8pm CST and Friday, August 7th 7pm CST

VISUAL MERCHANDISING TACTICS

Delve further into merchandising strategies to discover new ways to create emphasis on products you wish to promote. Use color, texture, rhythm, repetition and more to add interest. Add custom visual elements such as vinyl decals, art, trend colors, vendor graphics and more to make your practice unique.

Wednesday, August 19th 8pm CST and Friday, August 21st 7pm CST

Future topics for the fall: Customer Service Skills, Retail Industry Trends, and Social Media Basics

To REGISTER ONLINE visit <https://www.anymeeting.com/CVIWEBINARS>

**For more information and the fall schedule email
webinars@creativevisionaryinc.com**

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