



## Central Counties Tourism Annual Symposium 2019

**Keynote Speaker: John Stanley**

***Game Changer***



As a Retail Consultant and Certified Speaking Professional (CSP), John Stanley is one of the top ten percent of speakers in the world.

His global work means he sees trends as they are forming and understands how to interpret those trends for your local environment and culture to keep you ahead of your competition in merchandising, display, social media marketing, general retailing, culinary eco-tourism and lifestyle retail.

Game Changer will touch on:

- What are the consumers' concerns in 2019 and how can these be turned into retail opportunities;
- Marketing in 2019 - How to get the message across when Mr Google knows better;
- Displaying products with vision and flair to increase sales; and,
- Customer service will not grow your market share, learn what are the experience techniques that will grow your market slice.

John's infectious enthusiasm, coupled with his ability to clearly explain his practical solutions, inspires and motivates his audience. His innovative concepts and practical low-cost solutions can be implemented right away to help retailers from as small as a one-person business and upwards to grow and prosper.

Central Counties Tourism welcomes John as a keynote speaker for Symposium 2019.