



**Red Retail Tours** <sup>TM</sup>

Experiential Learning & Alumni Network

# *Managing Creativity & Brand in Retail*

London & Paris - October 14-22 2006



SANDERSON HOTEL  
LONDON



HOTEL BEL AMI  
PARIS





*“As an attendee and presenter on many previous retail study tours conducted by other organisations,*

*I have set out to combine*

*- the best retail cities,*

*- the best hotels,*

*- the best transport,*

*- the best resources*

*- the best retail experts and*

*- over 25 years of personal learning from some of the best operators in retail*

*to create the leading experiential learning option available to retail professionals who are serious about  
improving their personal and business performance”.*

**Peter James Ryan**

**Chief Executive Navigator - Red Communication Australia & Red Retail Tour Host**



# Introduction to Red Retail Tours

There are already a series of general retail study tours available to Australian retailers on an annual basis. Most notable amongst these are the tours hosted by the Australian Centre for Retail Studies (Monash University) and the Westfield Study Tour undertaken once per year. Both are long - up to 21 days - cover multiple destinations and cater for over 40 retailers per tour. They are general tours looking at all aspects of retail.

The Red Retail Tours are very different.

Designed as a way to imprint learning through a tailored experience, the Red Retail Tours are a series of three separate tours around three distinct themes. Each tour is 8 days in length, highly focussed on a specific topic and only available to a maximum of 28 retail professionals in the touring party. In addition, each tour aims to visit no more than two cities so that time is concentrated on immersive learning rather than traveling.



# Introduction to Red Retail Tours

The Red Retail Tours are committed to delivering the highest quality, in-depth, experiential learning resource available anywhere in the world. Our aim is to provide pragmatic, implementable ideas, concepts, processes and methodologies to improve the productivity of retail businesses and the performance of individual retail professionals. Our tours are not about either a theoretical, intellectual framework nor a loose series of un-related visits. They are about improving the standard of retail through focussed learning from first hand experience of world's best practice.

The model provides attendee/alumni members with:-

- Tour attendance & participation
- Workbooks & notes
- Membership to the Red Retail Tours Alumni Network
- Access to an ever-growing website resource of photographs, videos, case studies, presentations, contact details & other resources
- Invitations to attend the quarterly Red Retail Forum breakfasts in Sydney & Melbourne



# The Red Retail Tours Topics

The three specific tours are designed to be:

1. Managing Creativity & Brands in Retail - London & Paris - October
2. Managing Sourcing & Supply Chain in Retail - Hong Kong & Shanghai - March
3. Managing Profit Growth in Retail - San Francisco & New York - July

Hosted by leading retail consultant and media commentator Peter James Ryan, the 8 day topic specific tours will provide in-depth learning on each of the subject areas. Detailed workbooks and notes will be provided to all attendees - written by Peter James Ryan and using the Red Communication Australia C.O.M.P.A.S.\$ System ®.

In addition, all attendees (of any Red Retail Tour) will gain free access to the Red Retail Tour Alumni Network and a password protected website containing extensive libraries of photographs, video footage, workbooks, case studies and lesson notes. This resource will build over time into an invaluable source of data on world best practice retail learning.



# Managing Creativity & Brand in Retail

London & Paris - October 14-22 2006

As the world of retail continues to sophisticate in the ever shrinking global marketplace, increasing importance is being placed on differentiation. Creativity in all aspects of the retail mix is a pre-requisite to continued retail performance. Brand is the new primary asset. Product innovation is the number one stimulation to buy. So what lessons are there to learn? Who does it best and how do they do it? What productivity gains can it generate?

This 8 day Red Retail Tour takes participants to London and Paris - two of the world's leading centers of creativity and brand management.

Leading retailers and retail thinkers will discuss with us the theory and practice of this important aspect of retail management. We hear the talk, then walk the stores to see and experience first hand the reality of the delivery and make our own conclusions of what works, how it works, what it teaches us and how we can apply the learning.



# Managing Creativity & Brand in Retail

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**DRAFT ONLY UNTIL CONFIRMED**

**DRAFT Itinerary  
October 14-22 2006**

**Day One - Saturday October 14 2006**

14.35 Depart Sydney on Virgin Atlantic

**Day Two - Sunday October 15 2006**

05.25 Arrive London

06.00 Virgin Atlantic Spa - shower & massage

09.00 Check-in to Sanderson Hotel London ([sandersonlondon.com](http://sandersonlondon.com))

11.00 Walk Covent Garden, Regent & Oxford Sts.

18.00 Official opening cocktail party function in hotel

19.30 Free night for dinner/show in London





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## Day Three - Monday October 16 2006

- 07.00 Breakfast in hotel or place of personal choice
- 08.00 Days briefing
- 08.40 Depart in bus for first presentation
- 09.30 Presentation One – Reiss UK
- 11.00 Depart presentation one for second presentation
- 11.30 Presentation Two – Oswald Boateng
- 13.00 Depart presentation two for third presentation
- 13.30 Presentation Three – Tesco
- 15.00 Depart presentation three for fourth presentation @ hotel
- 15.30 Presentation Four – Roger Tredre WGSN
- 17.00 Tour Group Work-session in hotel
- 18.00 Days end – tour group free time





# Managing Creativity & Brand in Retail

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## Day Four - Tuesday October 17 2006

- 07.00 Breakfast in hotel or place of personal choice
- 08.00 Days briefing
- 08.40 Depart in bus for first presentation
- 09.30 Presentation One – Selfridges
- 11.00 Depart presentation one for second presentation
- 11.30 Presentation Two – Madame V
- 13.00 Depart presentation two for London Waterloo Station (Eurostar)
- 13.30 Arrive London Waterloo Station
- 14.30 Depart London Waterloo Station for Paris Gare de Nord
- 17.30 Arrive Paris Gare de Nord
- 17.00 Depart Paris Gare de Nord for Bel Ami Hotel St. Germain Paris
- 18.00 Arrive Bel Ami Hotel Paris ([www.hotel-bel-ami.com](http://www.hotel-bel-ami.com))
- 19.00 Tour group free time



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# Managing Creativity & Brand in Retail

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## Day Five - Wednesday October 18 2006

- 07.00 Breakfast in hotel or place of personal choice
- 08.00 Days briefing
- 08.40 Depart in bus for first presentation
- 09.30 Presentation One – Dr. Michel Phan @ LVMH (Avenue Montaigne)
- 10.30 Presentation Two – Louis Vuitton @ LVMH (Avenue Montaigne)
- 11.30 Depart presentation two & walk to Champs Elysee flagship store
- 12.00 Champs Elysee Louis Vuitton flagship store
- 13.00 Depart Champs Elysee for third presentation
- 13.30 Presentation Three – Pecler
- 15.00 Depart presentation three for free time or group store walk
- 15.30 Walk stores – Marais, Rue St. Honore, St. Germain
- 18.00 Days end – drinks @ hotel & tour group free time





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## Day Six - Thursday October 19 2006

- 07.00 Breakfast in hotel or place of personal choice
- 08.00 Tour group work-session in hotel
- 09.00 Depart hotel for Christian Dior Flagship Avenue Montaigne
- 10.00 Depart Christian Dior for presentation by Phillippe Stark
- 10.30 Presentation One - Phillippe Stark
- 12.00 Depart Presentation One - free time for lunch
- 14.00 Bus tour of Paris
- 15.00 Arrive Presentation Two - Le Bon Marche
- 16.00 Depart Presentation Two for hotel
- 19.30 Official end of tour group dinner @ George Restaurant (Pompedieu Centre)





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## Day Seven - Friday October 20 2006

- 07.00 Breakfast in hotel or place of personal choice
- 08.00 Official Tour End Work-session
- 09.30 Check-out of Hotel Bel-Ami Paris
- 10.00 Tour Group free time (walk Paris stores)
- 13.30 Depart Hotel Bel-Ami Paris for Paris Gare de Nord
- 14.00 Arrive Paris Gare de Nord
- 15.00 Depart Paris Gare de Nord for London Waterloo Station
- 18.00 Arrive London Waterloo Station
- 18.30 Depart in bus for London Heathrow
- 20.00 Check-in London Heathrow
- 21.30 Depart London Heathrow on Virgin Atlantic for Sydney Kingsford Smith airport

## Day Eight - Saturday October 21 2006

Travel

## Day Nine - Sunday October 22 2006

- 07.10 Arrive Sydney Kingsford Smith





# Managing Creativity & Brand in Retail

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**\*ATTENDEE COST (At April 2006)**

**Tour Cost per attendee - Virgin Atlantic Upper Class (Business Class)**

AUD\$18,200+GST plus travel insurance & expenses\*

**Tour Cost per attendee - Premium Economy Class**

AUD\$13,700+GST plus travel insurance & expenses\*

**\*PLEASE NOTE:** *Tour costs are calculated in Australian dollars as of April 2006. They are subject to re-confirmation and/or adjustment closer to the date of departure. Red Communication Australia reserves the right to on-charge attendees for additional costs incurred by currency variation and alterations in airfares, hotel accommodation and transport cost variations demanded by third party operators.*



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## What's included

- **Virgin Atlantic Airfares - Sydney/London return (choice of Premium Economy or Upper Class)**
- **Eurostar Rail Travel (First Class) - London/Paris return**
- **Single room bed & breakfast at Sanderson Hotel London (or equivalent)**
- **Single room bed & breakfast at Hotel Bel-Ami Paris (or equivalent)**
- **Ground transfers to presentations, airport/train station to/from hotel by luxury coach**
- **Tour opening cocktails**
- **Official tour dinner (alcohol at own expense)**
- **Taxes as applicable to all inclusions**
- **Workbooks & tour summary presentation**
- **Official tour merchandise pack**
- **Welcome kits in London & Paris**
- **Membership to Red Retail Tours Alumni**
- **Password protected access to Alumni website resource (including tour notes, video presentations, picture library)**

All other expenses are at attendees discretion and cost. Entertainment and restaurant bookings can be made on attendees behalf with advance notice. Please note that travel insurance is mandatory and not included in price. A valid travel insurance policy document must be produced prior to departure or separate cover is available at an additional cost upon request.



# To Attend

London & Paris - October 14-22 2006

**The full deposit of AUD\$5,000 is payable by no later than June 12 2006 to secure your place.**

If for any reason the tour is cancelled, a full refund of all monies paid up to cancellation will be repaid in full.

No cancellation by attendees will be accepted after July 1 2006.

The balance of the total tour cost will be due and payable in full by no later than August 31 2006.

To secure your place/s please fill in the attached forms and return along with payment for AUD\$5,000 per attendee made payable to Red Communication Australia.

*Please note that the tour is strictly limited to 28 fare paying attendees only and is available on a first come first served basis.*



# Attendee Application Form

London & Paris - October 14-22 2006

\_\_\_\_\_  
SURNAME (exactly as it appears in your passport)

\_\_\_\_\_  
GIVEN NAMES (exactly as it appears in your passport)

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
YOUR POSITION IN THE COMPANY

\_\_\_\_\_  
COMPANY ADDRESS

\_\_\_\_\_  
BUSINESS PHONE NUMBER

\_\_\_\_\_  
MOBILE PHONE NUMBER

\_\_\_\_\_  
BUSINESS FAX NUMBER

\_\_\_\_\_  
E-MAIL ADDRESS

\_\_\_\_\_  
EMERGENCY CONTACT DETAILS



# Attendee Application Form

London & Paris - October 14-22 2006

PASSPORT NUMBER

EXPIRY DATE

NATIONALITY

CITY OF ISSUE

DATE OF BIRTH

***CREDIT CARD DETAILS FOR HOTEL EXPENSES***

NAME (AS IT APPEARS ON CARD)

CREDIT CARD NUMBER

EXPIRY DATE

VISA  MASTERCARD  DINERS CLUB  BANKCARD  AMERICAN EXPRESS



# Attendee Application Form

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## TRAVEL PREFERENCES

VIRGIN ATLANTIC UPPER CLASS

VIRGIN ATLANTIC PREMIUM ECONOMY

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SPECIAL DIETARY NEEDS

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TRAVEL INSURANCE DETAILS

PLEASE HAVE TAYLOR MADE TRAVEL ARRANGE TRAVEL INSURANCE FOR ME.

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I REQUIRE CONNECTIONS TO/FROM SYDNEY FROM/TO

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I HAVE READ & UNDERSTAND & ACCEPT THE TOUR CONDITIONS AND ENCLOSE MY DEPOSIT OF AUD\$5,000.00 TO RESERVE MY PLACE ON THE OCTOBER 14-22 2006 RED RETAIL TOUR.(SIGN & DATE)



# The Red Retail Tours - Partners

- Principal Ongoing Tour Host & Principal Lecturer - Peter James Ryan ([www.redcommunication.com.au](http://www.redcommunication.com.au))
- Intellectual Property, Speaking Content & Speakers - Red Communication Australia ([www.redcommunication.com.au](http://www.redcommunication.com.au))
- Tour Management - iD Australia ([www.idaustralia.com](http://www.idaustralia.com))
- Travel - Taylor Made Travel
- Retail Trade Promotional Partner - Inside Retailing Magazine ([www.insideretailing.com.au](http://www.insideretailing.com.au))
- Principal Sponsor/s - to be announced



# Peter James Ryan - Tour Leader



is a strategic marketing consultant, retail writer and commentator with over 25 years of marketing, business consulting and promotional experience.

Having worked in roles as diverse as business management, marketing management, consulting and creative services through a myriad of categories and businesses, Ryan has a unique perspective on how to apply marketing based business thinking to achieve sustainable profit growth and productivity gain. Acknowledged as a passionate advocate of the retail industry, his love affair with the category can be traced back to family involvement in the ownership and operation of various retail businesses.

Peter's previous experience includes Group General Manager of The Banks Group (marketing consulting & research), Head of Marketing for St. George Bank Group, Head of Strategy for Lunn Dyer Design Group, Head of Strategy & Creative for Harrison Holt BBDO and more recently Head of Retail Consulting for IdeaWorks - prior to re-launching his consulting business Red Communication Australia. Ryan has been responsible for the development of some of Australia's leading retail initiatives, retail brands, retail environments and retail service developments through virtual and physical retail. At Red Communication Australia, Ryan applies his unique vision, thinking and inspiration with energy and passion, to help retail businesses achieve their true potential.



# Peter James Ryan has worked with....

- Advance Bank
- AGL
- Air Nuiguini
- Air Caledonie
- Alexander & Alexander Insurance
- Amber Tiles & Pavers
- AMP Shopping Centres
- Angus & Coote
- ANZ Bank
- Apple Computers
- Austral Bricks
- Australia Asia Airways
- Australian Consolidated Press
- Australian Gourmet Traveller Magazine
- Australian Pork Corporation
- Bank of Melbourne
- BankSA
- Barbeques Galore
- Bendon
- Berkeley Challenge Cleaning Services
- BIG W
- Brickworks
- Canon Photographics
- Century 21
- Chifley Tower Shopping Centre
- CIG/BOC
- Coca-Cola
- Colorado
- Colorado Group
- Comshare Software
- Country Road
- Country & Rural Traders (CRT)
- Cutex
- Department of State Development (NSW)
- Diana Ferrari
- Dick Smith Electronics
- Disney's The Lion King
- Eastwest Airlines
- Edible Oils International (EOI)
- Elizabeth Arden
- Five Way Fusion
- Fox-Columbia Pictures
- Fudge
- Gazal Corporation
- Goldmark
- Gowings
- ING
- JAG
- Joico
- Kelloggs



# Peter James Ryan has worked with....

- Kitchen Connection
- KPMG
- Landcom
- Leighton Group
- Lifestream Vitamins
- Lion Nathan
- Mathers
- McDonalds
- MyHouse
- Nuance Group (Downtown Duty Free)
- Noni B
- NRMA
- NSW Volunteer Centre
- OPSM
- Oz Design Furniture
- Oz Lotto
- Pepsi
- P&O
- Pizza Hut
- Qantas
- Radio 2SM
- Radio 2WS
- RAMS
- Reckitt & Coleman
- Rodney Clark
- Rothschild
- Rosemount Wines
- Reuben F. Scarf
- Schwarzkopf
- Sheraton Mirage Resorts
- Sleep Doctor (Rise + Shine)
- St. George Bank
- Sterling Health
- State Bank of NSW
- Strandbags
- The Australian Cotton Foundation
- The Ben Lexcen Foundation
- The Benevolent Society of NSW - Pizza Hut
- The M5 Southwest Motorway (Interlink Roads)- Thrifty Vehicle Rentals
- The Warehouse (New Zealand)
- Transurban
- Unilever-Rexona
- United International Distillers
- United International Pictures
- Vodafone
- Westpac
- Westfield
- Williams
- Woolworths Group
- Woolworths Freestanding Liquor Division
- Woolworths Supermarkets
- Yarramalong Park

**Red Communication Australia**  
Retail Consulting & Publishing

**Red Intelligence**  
Retail Analytics & Productivity Insight

**Red Retail Awards**  
Research Based Awards

**Red Retail Forum**  
Retail Events Network

**Red Retail Tours**  
Experiential Learning

**A Little Retail Therapy ®**  
Retail Television Series

**Red Retail Incubation**  
New Retail Development & Equity

**Buckingham Consulting**  
Retail Partner Identification





# The Red Retail Tours - Partners



## **Tour Management - iD Australia** ([www.idaustralia.com](http://www.idaustralia.com))

How do you exceed expectations with a professional and creative experience that provides value for money with attention to detail? Contact ID Meetings and Events! Conference, meeting and incentive management are our specialities with the entire globe our destination. Since 1973 ID has received tremendous accolades for providing innovative, creative and professional service. Our team are dedicated individuals who have a great passion for service delivery, understand the need to build close and effective relationships and believe in the reputation of our clients and partners to achieve and surpass set goals. As a team we guarantee to be the "best ever!"

iD Australia have been appointed as tour managers for the Red Retail Tours.



# The Red Retail Tours - Partners



## Travel - Taylor Made Travel

Taylor Made Travel commenced business in 1989. TMT is a member of the American Express Travelscene group. We have 5 senior consultants all with many years industry experience including airline, corporate, leisure, group & incentive travel & all of whom have been with TMT for many years. Maryanne Osborne - who has 19 years industry experience, the last 7 with TMT - has worked closely with Peter James Ryan for the last 6 years



# For more details...



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