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MICHAEL MORRISON

Secrets of retailing success

'Morrison is passionately interested in the strategies developed by the shops of the 21st century to turn the exchange of money for goods into an addictive pastime...it is the whole experience, not just the product...Morrison is the David Attenborough of the retail jungle.'

Michelle Griffin – Sunday Life.

THE POWER OF EXPERIENTIAL RETAILING

Michael Morrison is a visionary expert in the art of sensorial marketing and experiential retailing and has developed strategies to create unique environments. These experiential retailing strategies incorporate the five senses and link into the shoppers' emotions. Strategies that can enhance your brand perception, capture the imagination of existing and potential customers, and entice shoppers into your space. Strategies that can change the perception of time, influence buyer behaviour, thinking and decision-making and ensure that they will return more often.

Michael is a dynamic and inspirational presenter and his multi-media presentations draw on his vast experience in all aspects of retailing and as expert in international retail marketing.

Michael works very closely alongside retailers helping them to create their retail brand difference and unique shopping experience and his presentations capture the imagination of his audience. He will challenge the way you think about your business environment and provide you with strategies to enable you to exceed your customers' expectations.

He is a regular commentator in the media on current retail trends, the future retail landscape and experiential retailing.

Michael travels extensively and his visits to leading retailers around the world focus on the very latest retail and marketing trends, store formats, retailing methods, operational practices, marketing concepts and in-store shopping experiences, across all sectors of the retail industry.

THE CHANGING RETAIL LANDSCAPE

Michael focuses on the changing nature of the retail landscape and the consequent changes in the retail shopping experience, that has moved through various stages, from the basic need for products and services, to a focus on leisure, fun, fantasy, entertainment, theatre and now to 'experiential retailing'.

There is a definite shift from buying products and services to buying experiences.

Consumers rely on their retail experiences when making buying decisions. Experience has now become a key value differentiator, since consumers view price, quality and service as standard requirements. Consumers' emotions and senses are being excited by 'experiential retailing' strategies in stores like The American Girl Place, Home Depot (New York City), IKEA (Stockholm) Selfridges and B&Q (UK) Apple (USA and Tokyo) BreadTalk (Jakarta) and Boost Juice and Supre (Australia) that have created retail brand difference with retail experiences that lead to competitive positioning, brand differentiation and image enhancement.

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Michael illustrates the need to design stores with the five senses in mind, utilising elements such in-store music that fits a specific target market, carefully chosen aromas, different textures and surfaces and innovative lighting techniques that enhance the retail brand and personality and create unique 'micro-environments' within a conventional retail space.

Michael is Coordinator of Master of Marketing (Retailing).

His major areas of research are in retail management, experiential retailing, store space design and the influence of in-store music on retail brands and shopper behaviour.

Michael holds a Bachelor of Economics; Graduate Diploma of Organisational Behaviour; Master of Business; his doctoral thesis is focused on the power of experiential retailing and its influence on retail brands, store atmosphere and the total shopping experience.

Michael's engaging and stimulating presentations will open your mind to the secrets of retailing success!

CLIENT FEEDBACK

"The convention was an outstanding success. The feedback from our franchisees and staff was excellent. Michael's preparation and attention to detail was commendable and contributed to making the program so valuable."

Gloria Jean's Coffees

"Michael's presentation received considerable praise from those present for the thought provoking issues that he raised and for the interesting manner in which he presented those issues. I personally regard the presentation as one of the most outstanding presentations that I have been privileged to observe"

Australia Retailers Association

"An inspiring presentation. The feedback has been extremely positive. Michael's presentation triggered some thoughts in the minds of our local retailers."

Boroondara City Council

"He was highly entertaining, while still conveying a lot of information to the group. If I had the opportunity I would certainly like to join him on his tour. Great work organising to have him at our meeting. This presentation was very closing related to marketing worldwide rather than just in our little pond. I was captivated. Well done."

Coles Myer

"Michael's presentations allow the audience to participate in his international retail / marketing journey as he jumps from country to Country outlining current trends. His use of stimuli in presentations eg visuals, sound etc not to mention his enthusiasm for his work, allows the audience to appreciate and get a better understanding of the content being reviewed. I especially appreciate Michael's multi-cultural take on his work. His real-life explanations and anecdotes provide interesting cultural insights."

Monash University

"Not only is Michael one of the most knowledgeable people I have been associated with regarding retail, he is also highly passionate about his work. Michael delivers an extremely

informative and engaging presentation that never fails to deliver. Michael provides you with insight into retail from around the world that not only can't be replicated in textbooks but is delivered in a way that makes you feel as if you have experienced it yourself."

Salmat

"I found the presentation very valuable. It certainly gave me great insight into the retail world and consumer behaviour. (The doll store truly freaked me.) The strength of our senses are certainly something we by-pass but having this knowledge can assist in making us better marketers. I appreciate his time and detail and thanks for organising this!"

Coles Myer Supermarkets

"Thank-you so much for the time taken to speak at our recent conference on experiential retailing. We found your presentation to be extremely informative and up to the minute. It provided us with insights into what is happening worldwide in a variety of different retail channels, giving us plenty of food for thought and igniting the imagination of the team. As well as being informative we also found your style and content to be entertaining and engaging."

Adair

"Delegates declared Michael Morrison their favourite speaker. Delegates were effusive in their praise, saying Michael's presentation was "brilliant" and "by far the best presentation we have heard."

East Geelong News

"Delegates declared Michael Morrison their favourite speaker, served him a collective score of 8.31. Michael's investigation into the retail experience at work across the globe impressed and inspired many delegates."

Connections Conference

"Michael is a passionate presenter with a global view on special retail Performers, he is spot on in focusing on making the customer feel special and his world view is an invaluable insight for key executives in what it takes to be the best in the world stage."

Boost Juice Bars

"Michael Morrison's presentation was the most insightful and thought provoking talk that I have attended to date."

Singapore Retailers Association

"The best speaker at the event was Mr Morrison, who took the time and made the effort to explain the concepts introduced."

Singapore Retailers Association