



The Westfield Breakfast Seminar Series 2009

Retail Reinvention

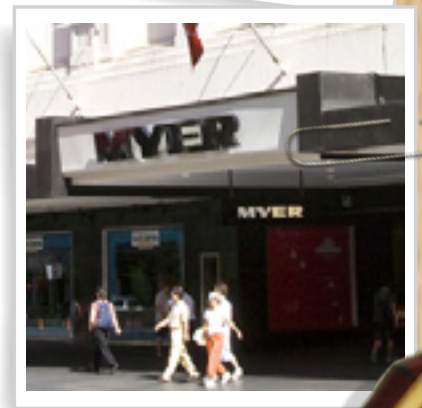
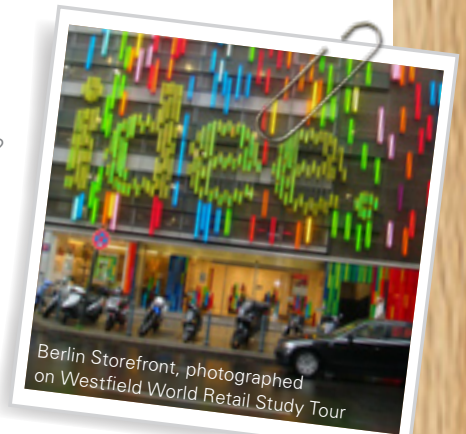
Insights into evolving your retail business from industry leaders

The best retailers are those who continually reinvent what they do; constantly evolving their business and marketing models to suit new circumstances and a changing consumer. So what have Australian retailers done to stay a step ahead? Which retailers worldwide are being most innovative in store design? And what are the key trends driving reinvention in global retail?

This year Westfield has reintroduced its popular breakfast seminar series to shine a light on retail reinvention.

We've invited Australia's retail leaders to share their secrets on how they have reinvented their businesses. We've flown in one of America's top retail observers to detail the latest store innovations. And we've asked the head of Australia's leading specialist retail marketing agency to reveal the latest trends in retail, gathered from this year's Westfield World Retail Study Tour.

In a short, sharp breakfast presentation, you'll learn what's hot in retailing now, and you'll be inspired with ideas to help you reinvent your own business.



Peter Birtles
CEO
SuperCheap Auto



John Joyce
Group CEO
Ascendia Retail
Rebel Sports
Amart Allsports
Glue



Penny Winn
Director Buying
Operations
Myer



Francesco Cordua
Founder
Exultant Brands
Los Angeles



Jon Bird
CEO
IdeaWorks



Brisbane Stamford Plaza 15 Sept – Peter Birtles, Francesco Cordua, Jon Bird

Melbourne Grand Hyatt 16 Sept – Penny Winn, Francesco Cordua, Jon Bird

Sydney Four Points by Sheraton 17 Sept – John Joyce, Francesco Cordua, Jon Bird

Perth Sheraton Hotel 22 Sept – Francesco Cordua, Jon Bird

Adelaide Hyatt Regency 23 Sept – Francesco Cordua, Jon Bird

**All venues 7:00am light breakfast.
7:30am seminar commences. Just \$35.
Register now at www.retailseed.com.au**

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