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AmericanHort Webinar: Three-part Series for Garden Retailers - Creating More Compelling Retail Displays

WEBINAR

2/25/2020 - 2/25/2020

10:00 - 11:00 a.m. CST

More than half of all purchases at any retail outlet occur at the point of purchase, making displays critical elements in the purchase process. According to some studies, well-executed displays can increase sales by up to 300%. Dr. Bridget K. Behe, PhD, Professor, Michigan State University will present findings from multiple studies, some of which utilize eye-tracking to follow the shopper's gaze, to help retailers understand how to construct a more shoppable space. This is the second webinar in this three-part series by Dr. Behe.

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