

Media release for the Garden Centre Association

Alex Polizzi's Fixer Karl to speak at GCA conference

RETAIL consultant Karl McKeever who appeared on BBC TV's 'Alex Polizzi – The Fixer' will be speaking at the Garden Centre Association (GCA) annual conference in January (2017).

Garden centre chiefs and their teams who attend the event on January 23 will be offered advice by Karl on how to improve their customer experience and their commercial performance.

Iain Wylie, Chief Executive of the GCA, said: "Following his work helping to transform the fortunes of the Wimbledon-based pet store, Creature Company, on the well-known BBC 2 TV show 'Alex Polizzi – The Fixer', Karl has gone on to share his visual merchandising tips to help improve other retailers' businesses nationwide.

"Karl is very well-known in the retail world and has worked for some of the world's biggest brands. He was established as the retail consultant that global brands trust before his TV appearance but has reached an even greater audience since working on the programme.

"He'll be sharing his inspirational expertise on shopping psychology and giving us all an insight into what our customers actually want and how we can provide it.

"His presentation to delegates will include the importance of thinking like a shopper and helping shoppers avoid choice and navigation angst during their purchase journey. He will also give his advice on how to create some instore theatre and the value of upcycling existing fixtures, for those on a small budget, to revitalise the shopping experience they offer."

Karl McKeever will be speaking at the GCA's 51st annual conference on Monday, January 23.

The organisation represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

The GCA's annual conference will be held at St Andrews in Scotland between January 22 and 25, 2017. More than 300 delegates are expected to attend the event.

For other information, please call 01244 952170, visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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Photo caption: Retail guru Karl McKeever who will be speaking at the GCA's annual conference in January (2017).