

## **POP****AI: What's in it for my business?**

- 1. To be actively involved in a Global Industry Association who is dedicated to provide outstanding opportunities for the development of their members through networking and education, recognising and rewarding excellence in the Marketing at Retail environment**
- 2. To benefit from networking with National and International industry professionals, and to stimulate interaction between all people who are involved in Marketing at Retail.**
- 3. You will receive invitations to all POPAI Australian & New Zealand event activities. An extensive program is conducted each year, all designed to maximize “networking” opportunities with other Marketing at Retail Professionals and includes:-**
  - Member Meetings in Sydney and Melbourne
  - An annual Marketing at Retail Awards Contest and Gala Dinner
  - Every second year POPAI Australia & New Zealand holds a “Marketing at Retail Expo”
  - Regular Educational Seminars scheduled throughout the year
  - Bi-Annual Future’s So Bright Green Sustainability Conference in Sydney and Melbourne
  - Various Charity Events
  - Educational seminars for Digital Media in Retail Members
  - Christmas Functions (Sydney and Melbourne)
- 4. You will receive access to industry research including:**
  - Access to the “Members Only” areas of POPAI’s Global Website containing the latest international industry research and resources.
  - Updated results from POPAI’s Global MARI (Marketing at Retail Initiative) Research Program currently running in the UK, USA & Benelux.
  - POPAI Germany’s ground breaking research project in conjunction with PUBLICIS & Hughes Europe on the Global Opportunities for Brands and Retailers from Digital Signage Systems.
- 5. You will receive access to the newly launched POPAI Australia & New Zealand website with enhanced features:**
  - Regularly updated news & resources, a newly developed Member Directory with increased search functions, online entry to the annual Marketing at Retail Awards Contest, online registration and payment for Events, dedicated section for the POPAI Sustainability Initiative and industry links.
- 6. You will have the opportunity to participate in and benefit from the POPAI Sustainability Initiative:**
  - Be a part of the POPAI Sustainability Committee working groups – Governance, Research, Tool Development & Marketing/Communications
  - Learn from best practice sharing of knowledge & resources
- 7. You will receive free advertising for your company:**
  - Your company’s profile & website link can be accessed through the Chapter's web page – [www.popai.com.au](http://www.popai.com.au)
- 8. You will receive a free subscription to Inside Retailing Magazine**