PRODUCT MERCHANDISING: FROM CONCEPT TO CONSUMER

February 21–22, 2014
UO White Stag Building,
70 Couch Street, Portland, OR

The new Sport Product Management Initiative at the University of Oregon announces a new workshop focused on management of the product life cycle from inception to retail sell-through. Attendees will network with peers in Portland’s vibrant sports product industry while practicing analysis, critical thinking and assortment planning to achieve a profitable plan that tells stories and builds brands.

Who should attend this workshop?
• Product Merchandisers
• Product Marketers
• Product Sellers
• Product Designers
• Retail Managers
• Other people interested in learning a key competency in sports product management

Cost:
$799 professionals ($100 discount if registered by 12/20/13)

Contact:
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Additional activities include:
• Industry Guest Speakers
• Friday Networking Event
• Toolbox of Merchandising Resources

Register:
uobiz.co/prod_merch

SPORTS PRODUCT MANAGEMENT INITIATIVE