

# Melbourne Gift & Lifestyle

March 20 – 22, 2021

MELBOURNE EXHIBITION CENTRE  
SOUTH WHARF

## February 25, 2021

This is a New Year; New Opportunities and we are just weeks away from reconnecting **LIVE** at the first Gift & Lifestyle trade event in more than 12 months, and we can't wait to see you there!

I am personally writing to invite you to join us in Melbourne.

**Saturday March 20, 9.30am to 5pm**

**Sunday March 21, 9.30am to 5pm**

**Monday March 22, 9.30am to 4.30pm**

**Melbourne Convention & Exhibition Centre, South Wharf**

The event has several new suppliers and of course many of your old favourites, who are all invested to meet you there. We encourage you to support them – they are the companies that are committed to the reconnection and building of the industry as demonstrated via their participation at your local trade show.

It's no secret that some businesses have done well over the last year, whether they had the right product at the right time, or through reinventing the way they sold their products and services. Some companies have just hung on, something we can 100% relate to as a small family business ourselves!

From the conversations we have had, there is something that keeps emerging. How do we keep or get the momentum going, when at the end of March, the dropping of JobKeeper will potentially change many situations?

Now is the time to get back to business and plan each move to ensure you keep on the right path and rebuild. The Melbourne Gift & Lifestyle trade fair is more than just a fair, it's an opportunity to learn, network, find new products, share stories, and celebrate... we have come a long way!

It's clear there is a craving for face-to-face contact. People want to move on from online communication, they want to actually see and touch products, and of course, network and reconnect with the industry. The Melbourne Gift & Lifestyle Fair is the most time efficient investment you can make. Turn over to view an overview of the speakers and education freely available on the Fair floor, something we believe is important in re-energising your business as well as give you the tools to navigate your way through 2021 and beyond.



### Invites are out!

Registrations are now open – scan this QR code or go directly to [www.giftfairevents.com.au/melbourne](http://www.giftfairevents.com.au/melbourne) to register. We will send you a badge to print before you arrive, allowing you contactless access straight onto the show floor without delay!

An online preview of exhibitors and special offers will be released prior to the event.

As one of the few Australian independent family-owned event companies we have managed to keep our entire team employed throughout 2020 and we are now so excited to get back to doing what we love – bringing communities together. We are driven by our **PASSION** for what we do but importantly for our customers!

See you on the show floor,

**Gary Fitz-Roy**  
Managing Director

**Is 2021 the year to take your retail business to the next level?**

**Let us help you bring your brand to life.**

**Retail Expertise powered by Retail Life**

**EMPOWER | ENGAGE | EDUCATE**

**Marguerite Bell – Retail Life**

*Managing Director*

• **Expertise Solution Sessions**

Your personalised Expertise Solution Session will see you embark on your 2021 CAN-DO strategy. Deep dive into a 20-minute think tank session focusing on your retail business and your questions. Walk away with ideas, solutions, and opportunities. Bookings essential for these one-on-one sessions.

• **Retail Huddle Sessions**

Designed to kick-start your 2021 Retail CAN-DO strategy. Connect with other like-minded retailers to discuss important topics to assist you, embrace change, combat the ever-changing retail landscape, exchange ideas, and foster new connections.

• **Retail Intelligence Sessions**

Are you ready to build your Retail Skills Bank? Join our hands-on, practical workshops that challenge you to raise the bar to increase customer engagement and elevate customer experience. We equip you with the tools to deliver a competitive advantage in the everchanging retail market and expand your retail knowledge.

**From Search to Sold:  
Building your Digital Reputation**

Jacob Zimmerman  
*(Senior Retail Specialist) – Podium*

As retailers across Australia reopen after the pandemic world, they're finding one thing in common: their traditional customer experience offerings no longer cut it. Customers have changed, and their expectations have altered significantly.

Learn how retail businesses with a local presence can manage their customer journeys – from initial search to final sale – digitally.

**Driving Sales, Loyalty &  
Personalisation with the 4 C's  
of Mobile Experience (Mx)**

Karl Deitz – VidCorp –  
*Customer Success Director*

Now more than ever, if you don't get communication cut-through with your audience, then everything else is wasted money.

When you do connect with them, you had better make sure it is highly personalised, relevant & timely, because to be blunt, that is what customers EXPECT as a minimum in 2021.

**Don't miss Out. Limited Seats. Book Now for all FREE education sessions**

**Go to [giftfairevents.com.au/melbourne/education/](https://giftfairevents.com.au/melbourne/education/) to look for session dates and times and secure your seat!**