



Speakers Kit

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**My goal is to change how
retailers connect with
customers in their brick
and mortar stores.**

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AMY ROCHE

RETAIL & CUSTOMER EXPERIENCE

Amy is a retailer, marketer and in-store customer experience champion with a passion for helping retailers re-connect with customers. She's been in the retail and marketing industry in both the US and Australia for 20 years, owning a 2500sqm retail store for the last 11 years of that time. She's a keynote speaker, author, and director of Retail Rockstars – a retail marketing platform that sources experts, and manages, markets and creates live in-store events for customers.



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Presentation Topics

Amy is available to comment on retail and customer experience as well as topics relating to running a retail business.

In addition to the topics below, she also has a small business presentation entitled: The Power of Events for Small Business.

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| 01 | The Retail Experiment | Five Proven Strategies to engage & excite customers through in-store experience. |
| 02 | Waking Up Your Dis-Engaged Customers | How to get your customers out of sleep-walking mode and get them to notice you and your store. |
| 03 | Engaging the NEW Customer | Unravelling the latest research, consumer psychology and neuroscience to appeal to this NEW and changed customer. |

If you're interested in combining my book, The Retail Experiment, with your conference let me know what you need, there are discounts for bulk orders.

Many Thanks, Amy





Amy is a regular on Podcasts and Panels Here's what others Say...

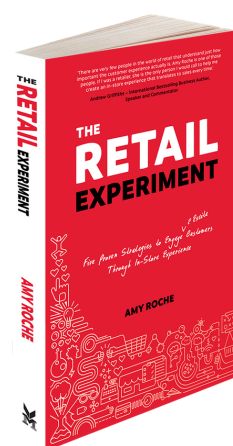


‘Amy’s fun approach to retail today is insightful, carefully considered and comes from real-world experiences that any retail executive or manager could implement. She demystifies abstract ideas and links them back to human behaviour with practical and actionable advice for making stores more exciting for shoppers.’

David Woollcott, CEO Winning Appliances

The Retail Experiment is exactly that: an experiment to identify the successes and pitfalls of the customer experience based on real-life tests. As with all experiments, sometimes the results were unexpected. Amy has done the hard yards to develop insightful, relevant and implementable strategies for retailers using her own store as the lab.’

Oliver Ranck, CEO Octomedia, publisher of Inside Retail



‘The retail landscape is changing rapidly and Amy’s passion for re-writing customer experience couldn’t come at a better time for both customers and retailers. ‘I’ve seen first-hand how Amy’s in-store events engaged my customers. Her success, ideas and proactive strategy ensure a deeper client connection that pure online businesses would be challenged to compete with.’

James Brockhurst, The Good Guys



‘There are very few people in the world of retail that understand just how important the customer experience actually is. Amy Roche is one of those people. If I was a retailer, she is the only person I would call to help me create an in-store experience that translates to sales every time.’

Andrew Griffiths, International Bestselling Business Author and Speaker

‘In today’s world it simply isn’t enough any more to just provide good products with great service.

Your clients are wanting more; no – they are demanding more. They are wanting an amazing experience when they walk through your door. The Retail Experiment couldn’t come at a better time. Experience works in retail, and this book is full of great ideas and strategies that will engage your very best customers, reduce competition and increase profit.’

Karl Schwantes, Managing Director, Xennox Diamonds