



Working smarter

6th National Health Store Conference

Earls Court | London | 21st October 2011

Compelling topics – great speakers

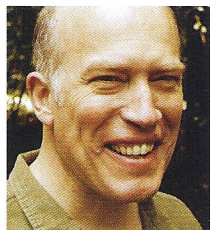
- **What's hot in natural and organic?** – Leading US natural products expert Bob Burke gives us the expert view on what could be coming to the UK soon
- **Working smarter in action** – Retailers share their successful experiences and tips
- **Living with legislation** – It's time to get the retailers' perspective
- **Mr Motivator** – A no-nonsense, informative and sometimes funny look at the perennially challenging topic of motivation from top trainer Ted Wainman
- **Learning to love change** – A positive and upbeat approach to personal development from in-demand coach Lis Allen



Morning session

09:15 – 09:30 Welcome – Jim Manson

09:30 – 10:30 Keynote – Bob Burke



Author of **The Natural Products Field Manual**, the leading independent guide in the US on how to “go to market” in the natural and organic sector, Bob Burke is one of America's most sought after consultants and speakers in the natural industry. In this fast-paced, information-rich talk Bob will cover a range of subjects that all successful natural products retailers – on both sides of the pond – need to master.

Bob will also cover:

- Best practice from leading US independents – how they successfully differentiate themselves to successfully compete against Whole Foods Market, major multiples and online retailers
- What's hot in natural and organic. The expert view on what could be coming to the UK soon
- What mobile technology means for independent retailers
- How US retailers kept organic on a strong growth curve
- How successful US natural product stores engage with their local communities



10:30 – 11:00 Coffee

11:00 – 11:45 Panel presentation: Working smarter

A panel of leading and proactive natural products retailers take on the central theme of this year's Conference – Working Smarter. We'll hear how our savvy retailers have applied the working smarter approach to a whole range of day-to-day retailing issues – from category management to increasing average sales; upselling to managing stock turnover – with great results!

Our panellists: Jeff Martin – As Nature Intended, Richard Thomas – Tarporley Health Store, Dominic Upton – Haslemere Health, Jamie Sermon – Greenlife

11:45 – 12:15 Working smarter workshop

Time to harness all that retailer power and hothouse some great new business ideas that we can start using as soon as we get back to our stores!

12:15 – 12:30 Working smarter presentations

12:30 – 13:15 What the legislation means to me

Restrictive EU legislation has cast a shadow over the natural products industry for many years. Our panel of well-know retailers discuss how they are managing the challenges presented by the THMPD, FSD and Health Claims Regulation and what it all means for successful health store of the future.

Our panellists: Wendy Atkinson – Modern Herbs, Alan Martin – Food For Thought, Sanjay Patel – Revital

13:15 Lunch provided by Dandelion (see box)

A great opportunity to 'talk shop' with other retailers.

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Natural Products

Independent Health Store Retailers Club



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