

# JOHN STANLEY

**Certified Speaking Professional  
(CSP)**

**Speaker Bureau Information Pack**



2014

**John Stanley – world leading retail speaker**

**[www.johnstanley.com.au](http://www.johnstanley.com.au)**



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## **Speaker Information – John Stanley**

John Stanley is a National Speakers Association of Australia Certified Speaking Professional (CSP) and is therefore recognised as one of the top ten percent of speakers in the world.

His presentation style is energetic, upbeat and enthusiastic. His presentations and workshops inspire and motivate delegates to create award winning retail centres and to achieve excellence in their daily lives.

As a retail consultant, John has been working with local government entities, town centre developers, retailers, wholesalers, manufacturers, shopping centres, farmers markets and libraries to grow sustainability, profitability and market share for over thirty years in over twenty countries.

John's charismatic and entertaining presentations along with his practical explanations of his world leading concepts make him one of the most sought after retail conference and keynote speakers on the planet.

## **John Stanley's Background**

John Stanley has a Master of Science degree and taught perishable retail management at Merrist Wood College in Surrey, UK before becoming course manager of the Bachelor of Science degree and then winning a Nuffield Scholarship to study marketing in the USA.

After returning from the Scholarship study tour in the USA, John left his position at the college and commenced his consultancy and conference speaking business. His business was thus born-global with an international perspective and understanding of the global marketplace.

John became Australian Government approved as an Accredited Trainer Category 11 for Retail Training and an Accredited Assessor Category 11 for Retail Assessments of Proficiency in 1997.

In 2008 John was voted one of the "Power 50" in the UK according to Garden Retail's definitive list of the most powerful and trendsetting people in the industry. In fact, he was fourteenth of the fifty most influential people in the industry, along with chef and TV presenter, Jamie Oliver who was seventh.

In 2009, John was voted Entrepreneur of the Year in Western Australia. Also in 2009, John Stanley Associates was voted Western Australian Business of the Year for Education and Training.

In 2010 and 2012 John Stanley Associates was awarded WA Small Business of the Year – Export Services. Also in 2012 John Stanley Associates was awarded Kalamunda Chamber of Commerce Micro Business of the Year.

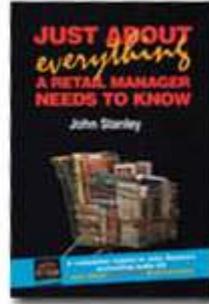
## **Author**

John is a prolific author having published thirteen books with many of them becoming the standard text for the industry for which they were written.

John is a global authority on Culinary Tourism and his retail management book "*Just About Everything a Retail Manager Needs to Know*" has been called the "retailers' bible" and is how-to retail tool. It was through this book that John's retail work with the library industry around the world blossomed in 1999.

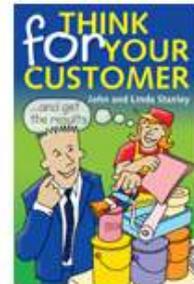
The 'how-to' retail book every manager should read! By world famous retail consultant John Stanley. This hot retail book is a wealth of information for every retail manager and store owner.

John has successfully put into an amazingly usable format, the experiences and insights he has gathered in his more than 20 years as an international retail consultant.



John has also authored Setting Up Shop, John Wiley and Sons, ISBN 0-731-40590-0.

**Think FOR Your Customer** provides a sophisticated framework to help today's time poor business person understand the key principles behind building relationships with customers by taking the stressors out of their customers lives.



Click to enlarge

In **Think FOR Your Customer** you will discover:

- ◆ how to "read" customers
- ◆ how to approach customers appropriately
- ◆ how to delight your customers
- ◆ how to build loyalty and trust
- ◆ how to think FOR your customers
- ◆ how to become the preferred place for your customers to visit

## Niche Speaking Area:

John Stanley began his career teaching perishable retail management. With perishable retailing, turnover is of the essence and his focus on turning stock as quickly as possible and maximising sales per square metre made him sought after in all retail areas.

Perishable retailing led John to Culinary Tourism and helping farmers and retailers become more sustainable. That in turn led John to town centre development and building Home Towns to ensure the long term viability of small regional and suburban towns.

John teaches retailers that it is imperative to turn stock, not store it, and to focus on the direction that consumer lifestyles area heading. He emphasises maximising return per square metre, increasing the average sale, and most importantly keeping up with consumer lifestyle changes. His ideas and concepts are revolutionary in the non-perishable sector as he leads retailers, councils, shires and local business chambers in a new direction that focuses on consumer demands.

## Presenter:

John Stanley's presentations focus on viable town centre development, retail trends, customer relationship development, merchandising and display, image and brand journey, social media marketing, marketing and retail business management. Information and video clips of his conference presentations can be viewed on his website at [www.johnstanley.com.au](http://www.johnstanley.com.au)

## Photographs of John Stanley.



## ***Presentation details***

### **Speciality Presentation Areas**

Retail trends, customer relationship development, brand journey, brand positioning, visual merchandising, library layout, library merchandising, library market trends, generational marketing, Generation x and y merchandising trends, stores layout, perishable retailing and social media marketing,

### **Latest presentations include:**

- Ghost Town, Clone Town or Home Town
- Day Making
- Vision 2050
- The big food fight
- Fresh challenges and opportunities
- Raise the Retail Bar
- Marketing for non retailers
- Who wants to be an Entrepreneur
- Riding the Wave to success
- Weathering the Storm
- Retailing 2015
- Retail Rethink
- The Retail Journey
- Cutting Edge Retailing
- Think FOR Your customer
- Customer Service is dead, what do you do now?
- Ban the customer and grow your business
- Adding value to customer service
- Playing the Image game
- The Power of One
- X-Rate Your Business
- Wanted Alive Not Dead
- Position Your Brand to Increase Sales
- Think FOR Your Customers
- Innovative Merchandising for Profit
- Effective Merchandising skills
- Increasing Your Sales by 540% with Effective Displays
- The Library, it's the Third Place?
- Winning at Retail

### **Six weeks notice required for preparation of presentation**

Preparation for a conference presentation is commenced immediately a booking is made. However, the absolute minimum notice that is required to prepare a presentation is six (6) weeks before the conference date. At least six weeks before the conference (but preferably immediately booking is made) we require:

- Your conference theme
- The topic you want John to deliver
- Information on the delegates demographic/educational/background mix so that the presentation can be tailored to delegates needs.
- Your conference program.
- Would you like John to attend the conference dinner to mingle with guests

## ***Testimonials from conference or workshop delegates:***

“I have to say that 2-day seminar was way above expectation, the insights were very valuable as they are practical and do-able.. Your book will be a retailing-bible reference for my team. Looking forward to receive the CD you sent me, thank you very much for it. I'm sure that will help my team a lot. Best regards and cheers!”

**Francisco "Jong" G. Jimenez Jr. San Miguel Foods, Inc Phillipines 2013**

“This gave me an opportunity to refocus in a time of uncertainty on my business. It brought to light challenges that we were unaware of. It also helped me on the way to formulate ideas for near and long term. It gave me insight to what's wrong or right in my own company. It filled a desire to meet with my peers. [It was] quite useful plus I would return”. **David Green. OFA New Vision Forum 2013.**

“This conference was the closest thing to having a crystal ball to predict the future of our industry.” **Tina Berris. OFA New Vision Forum 2013.**

“During the [New Vision] Forum, Sid and John not only showed us the light, but allowed us to shine light on each other. Through their cooperative approach of focusing on the real issues and trends in the industry, I felt able to create a new direction for myself and my company and I believe this experience has given me the knowledge, skills and confidence to succeed in this new direction and this new economy. Thank you Sid and John.” **Kate Intven-Holt, Canadale Nurseries Ltd. 2013**

“The New vision conference was full of innovation. I knew retailing was changing constantly, but John consolidated facts and figures that made perfect sense. Meeting new people in our industry was priceless. I now have clear goals for my business and look forward to the future.”

**Maree Planner Grevillea Nursery mareeplanner@gmail.com**

“When I see John Stanley's name on a program schedule I always make it a priority to attend his session. He always provides relevant, timely and helpful information that can be taken home and used directly in your business. He understands what a good garden center is and can do. What does John not do in his programs? Put you to sleep! He's always lively and engaging, which helps one retain all the good information he offers.” **L.F. Halleck, General Manager, North Haven Gardens, USA 3 August 2010.**

It is the 3rd time I have heard you speak and as always I find you informative and motivating . You energize to get improvements happening. Thank you for that!

**A. Burnham, Canada 25 March 2010**

“Yesterday's workshop was a beauty - it presented lots of stimulating ideas, and was the most successful industry event I've ever attended in terms of getting audience interaction and participation. I thought John Stanley presented it really well and that an event of this type - ideally with him or someone of his calibre - should be an annual event. It's the first time we as growers have been in such a well-managed event with retailers, and I think this can be hugely beneficial for our relationships and the industry in general. I'd also like to congratulate the short and snappy scheduling - half a day is just right length-wise.” *19 November 2008. Kate Malfroy, Jamberoo Native Nursery, [www.jamberoonatives.com.au](http://www.jamberoonatives.com.au)*

“John is the best speaker I have ever translated for in my career.” *Carla Toffoto, Mijlor Conference, Venice Italy, September 2009.*

"Probably the BEST speaker with the most critical message I have ever heard in memory and not just [at] the Minnesota Nursery & Landscape Association [Conference 2006]".  
*Kail Food, University of Wisconsin, USA*

“On behalf of Landscape Ontario, I would like once again to thank you for your contribution ... The subject matter of your presentations was timely and helpful. It is clear from our review sheets that the audience benefited from your presentation. You will be pleased to know that the rating for your presentations was an outstanding 4.9 and 5 out of a total score of 5.” *P A Hillmer, Conference Coordinator, Landscape Ontario*

“I would like to thank you very much for the wonderful presentation that you prepared for the Teleflora members at our recent conference. In speaking with several of the members ... [they] have mentioned how they felt that they have taken some knowledge away with them back to their stores. Members have commented on the practical advice that you provided in the workbooks as being very useful to them. Once again, thank you very much for your time and effort that you put into the presentation.” *John M Scutter, Executive Director, Teleflora [www.teleflora.co.nz](http://www.teleflora.co.nz) [service@teleflora.co.nz](mailto:service@teleflora.co.nz)*

“Excellent public speaker. Made eye contact. Thoroughly enjoyed his workshop, learnt heaps and will now put it into practice”. *Tracy Price - Sussan Retail*

“Related well to real life things. A good workshop, I learnt a lot. I think it was good to learn as a team”. *Lisa Bremner - Sussan Retail*

“Well spoken, able to apply the theories to situations that we experience” *Lauren Jewell - Sussan Retail*

“Good training person with lots of laughs”. *R Henderson - Healthy Living*

“I agree with everything he talked about. I hope he comes back next year. I found him very interesting”. *Michelle Clayton – Sussan Retail*

“Keeps everyone alert and on the subject, relates to subject we can laugh about. Look forward to doing your course next year”. *Charlotte Pouloupoulos – Sussan Retail*

“John presented himself very well, very good. Food for thought”. *Shelley Murray - Pumpkin Patch*

“Presentation good and a good sense of humour”. *Robyn - Pumpkin Patch*

“Very simply explained and easy to follow”. *K. Standing - Pumpkin Patch*

“Very good eye contact”. *Rebecca - Pumpkin Patch*

“Great course, I have learnt a lot and looking forward to applying what I have learnt to our team”. *Kiri Bevan - OPSM*

“Great Speaker, clear and understandable”. *Hadleigh Townsend - Plaza Lotto*

“This is my third workshop, I also have the book. Yet still something constructively different and up to date and able to be used”. *Roby Kesbrinesko - Irresistibly Yours*

“He is able to make you see a possible great future for your business. I love it, when is he coming back?” *Marcela Russ - Rodney Wayne (Hairdresser)*

“John has excellent knowledge of his subject and is able to demonstrate it with practical examples which you can relate to in your business”. *Bruce McDonald - North City Lotto, NZ.*

"Excellent at explaining the material so that it is easy to digest, fantastic, upbeat speaker, who really knows about retailing." *Kurt Sellers, MacDonald Garden Center, Canada.*

"Extremely motivating - I have some fantastic ideas. John's strengths were especially his communication skills. It would be great to have a follow up in 6 months." *P Comber - Rodney Wayne Hairdressing, NZ.*

"Worldly wise, approachable, enthusiastic, knows both sides of the argument, excellent speaker." *Ian van den Berg, Byrkley Park Centre, UK.*

"Excellent visual presentation, global overview is excellent. Well focused on our industry, good pace, clear straight forward and pertinent. Appreciate the opportunity to learn from such an expert." *Jay McLaren, Sunset Nursery, Canada.*

"I thought this was an overall, excellent workshop-I learned tremendous amounts of helpful and wise secrets, very well spoken with good stories and examples." *Cara Hague, Sharon Nursery, USA.*

“As ever, John was brilliant, with some 700 visitors hanging onto his every word during the five workshop sessions he held over the two-days. John’s straight-talking and informative sessions are truly inspiring. Everyone will be delighted to know that I have already booked him again for next year.” *Pat Coutts, Four Oaks Trade Show, UK*

## ***Conferences John Stanley has presented to:***

### **Australia**

- FACET Culinary Journeys
- Tourism WA
- Schwarzkopf Professionals Conference 2012
- Pet Industry Association of Australia
- National Library Marketing Conference (How to Introduce Retail Technology into Libraries)
- LOCLIB – Local Government Librarians Association Conference 2008
- Makit Hardware Conference
- Radio Network NZ 2007, 2008, 2009
- ACP Magazines 9<sup>th</sup> Annual Connections Conference 2009
- Nestle Purina Pet Care Conference, 2009
- Hardware & Building Traders
- Autobarn Conference
- Mitre 10
- Alice Springs Town Council
- Interflora
- Small Business Development Corporation
- PetExpo WA
- Nursery and Garden Industry Association Australia, National Conference, Perth
- Nursery & Garden Industry State Associations : WA , NSW, VIC, TAS & QLD
- Adelaide Hills Council Library Service
- City of Mount Gambier Public Library
- City of Prospect Public Library
- Public Library Services South Australia
- Clark Rubber
- Small Business Centre Great Southern
- The Business Improvement Group of Northbridge
- Kalamunda Chamber of Commerce

### **Bahamas**

- Schultz Conference

### **Belgium**

- Pets International Global Conference
- Batenborch

### **Canada**

- Landscape Ontario Congress
- Ontario Farm Fresh Marketing Association
- Canadian Nursery & Landscape Association

- Manitoba Farmers Markets
- Canwest

## **China**

Outdoor Lifestyle Hangzhou 2011

## **Czech**

- Organic Retailers Association
- Czech Garden Centre Group

## **Dubai**

- IIR Dubai Retail Conference
- Cityscape Retail Real Estate Conference

## **Fiji**

- Radio Network New Zealand Retailers conference

## **Germany**

- Proven Winners, Frankfurt.
- International Hardware Conference, Berlin

## **Hungary**

- Hungarian Garden Centre Association

## **Indonesia**

- Denpasar University, Bali.
- Food Expo, Bali

## **India**

- Indian Nursery Association

## **Ireland**

- Irish Retail Excellence 2013
- Irish National Hardware Conference 2013
- Garden Centre Association Ireland

## **Italy**

- Promogiardinaggio 2013
- Giardinia - National Garden Centre Conference

- Leroy Merlin 2012
- Miflor, Padua. 2007, 2008, 2009
- Flormart 2010

### **Japan**

- Reed Exhibitions Japan Ltd
- Teleflora

### **Malaysia**

- Uni Strategic Strategic Retailing workshop 2009
- The Curve Shopping Mall 2009, 2010

### **New Zealand**

- Paper Plus Newsagent Group-National Conference
- Radio Network New Zealand-National Conference 2008, 2009
- New Zealand Farmers Market Association 2008
- Nursery & Garden Industry Association New Zealand- National Conference 2009
- Nursery & Garden Industry Association – North Island – workshop 2009
- Kings Plant Barn

### **Philippines**

- Asian Retail Store Management Conference

### **Poland**

- Agencja Promocji Zieleni

### **South Africa**

- College of Garden Centre Management
- Malanseuns Trade Day
- Plantland – workshop training
- Agrinet – National Conference 2009
- South African Nursery Association National Conference
- MICA Hardware Conferences
- Autoparts Training Seminars
- Supergroup Training Seminars
- Garden Pavilion Conferences

### **Turkey**

- Turkish Retail Association National Conference
- ICSC 2011

## **United Kingdom**

- UK Newsagent and C Store conference
- Public Libraries Association-National Conference
- Farm Retail Association-National Conference
- Garden Centre Association-National Conference
- Four Oaks Trade Show & Conference 2007, 2008, 2009
- GLEE, Birmingham 2007, 2008, 2009, 2010, 2011, 2012, 2013
- FARMA National Farmers Retail & Markets
- HTA National Conference
- Nottingham Libraries
- Slough Libraries & Information Service
- Surrey Community Action
- Wiltshire County Council Libraries & Heritage
- Farm & More

## **U.S.A**

- Wisconsin Fresh Farm Association
- North American Farmers Direct Marketing-National Conference (only speaker to be invited back in three concurrent years)
- International Innovation Center & Seminar Series at Garden Market Expo, Las Vegas
- The Scotts Company-Training Institute Retail Conference
- Garden Centre Symposium
- Arett Sales Conference
- IGC, Chicago 2007, 2008, 2009, 2010, 2013
- Monrovia workshops
- Ohio Florists Association
- Ohio State University Extension
- Michigan Nursery & Landscape Association
- Arizona Nursery & Landscape Association
- Aquascapes
- Californian Association of Nurseries
- Garden Centers of Colorado
- Nor-cal Spring Trade Show
- Western Exhibits 2010

## **Vanuatu**

- Radio Network New Zealand

## References for Conferences Presentations:

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## ***Video Clips of John's presentations***

Sample clips of some of John's recent presentations is available on our website.  
To view clips of John presenting, please go to: [www.johnstanley.com.au](http://www.johnstanley.com.au)

## **Speaker Requirements**

### **Audio / Visual Requirements**

John Stanley is a very animated presenter, who does not use a podium but instead uses the whole stage, or the room, depending on whether it is a conference or a workshop that he is speaking to. John uses PowerPoint as a visual aid. His requirements are as follows:

For all presentations:

- Data projector
- Extension power cable to reach our laptop and your data projector.
- Double adaptor for our presenter's laptop computer and your provided data projector.
- Small table for data projector and laptop.
- Screen for data projector.
- Lapel microphone
- NO lectern / podium
- Second small table for John's notes, jug and glass of water.
- A jug of water and a glass for the speaker
- 2 metre (6') table near door for educational materials display

In addition for workshops and seminars:

- U shaped seating arrangement with water / refreshments, note pads and pens for delegates.
- Whiteboard (or flipchart) and a minimum of three different coloured markers.
- Please provide water and glasses on the tables and morning and afternoon tea for the group (and an opportunity for lunch for the speaker)
- Note pads and pens for the delegates to take notes during the presentation.
- Name cards on each table for the delegates to write their names on.
- Jugs of water and glasses on delegates tables (if workshop)

### **Room Set-up Preferences:**

Workshops:	7-20 delegates - rounded U shape or semi-circular seating 21-45 round tables with groups of five delegates per table (note 30 is ideal for a workshop, while 45 is maximum) Please set the room wide rather than deep
Seminars:	46-60 delegates then round tables with groups of 5 per table if possible, or theatre style with a table for each delegate
Conferences	61 and above - theatre style.

### **Overnight Accommodation:**

Shall be made by Client:

- Non smoking room.
- Breakfast is available on site
- Access to an iron.
- King or Queen size en-suite room.
- Coffee making facilities in the room.
- TV in room.
- Room **NOT** near elevator, roof air conditioner, night club or other noisy situation.
- Accommodation booked prior to appointment.
- Accommodation at conference venue or near to consultancy/presentation site.
- Free internet access available in bedroom, preferably WIFI.
- Check in to room the night before a presentation.

## **Airflight arrangements**

- Qantas is John's preferred carrier. Or Qantas "One World" partner where applicable.
- South African domestic – book British Airways flights so JS can use BA domestic lounges.

## ***Audio & Video Recording:***

John Stanley encourages professional audio and video taping of his sessions. He requires:

- 1) a professional taping technician does the taping;
- 2) we receive the master copy within 30 days of the session;
- 3) copies may not be sold, but distributed to your internal staff only.

He requests clients complete an audio/ video recording request form, along these lines:

- Yes, I would like to record John Stanley's presentation, please send me your Recording Release Form.
- No, thank you, we will not recording the presentation.

## ***Schedule of fees***

The investment for a John Stanley presentation is based on a per day rate. If John has to travel to you for a key note presentation, half day workshop or full day conference, then his per day rate applies as it is a day out of John's schedule. In addition, he requests airfare, accommodation, meals and local travel expenses. Contact [linda@johnstanley.com.au](mailto:linda@johnstanley.com.au) to request his rate.

## ***Cancellation/Postponement:***

Once a date is set aside and a presentation confirmed, we often incur commitments of time and resources on your behalf, well in advance of the program date. Because a cancellation/postponement initiated by the Client causes losses, either through direct resource expenditure or because of turning down other business for this date, we have found it necessary to include the following cancellation clause, effective in all cases other than acts of God (e.g., major disasters):

- 100%of fee if cancelled in less than 30 days before;
- 50%of fee if cancelled in 31 to 60 days before;
- 25%of fee if cancelled in 61 to 90 days before.

If cancellation/postponement is unavoidable, please verify the cancellation by telephone, followed by a written letter to JSA within five days. If we can sell the time, we will, of course, refund your fee, minus any out-of-pocket expenses we have incurred on your behalf.

## ***Copies of Promotional Literature***

Details and information about John Stanley's books, videos, CD Rom and other products are available on our website [www.johnstanley.com.au](http://www.johnstanley.com.au)

## ***Contact us:***

Please send any queries to:  
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