



London Gift Packaging Symposium

Presented at the World Famous
Park Lane Hotel



Park Lane Hotel

The details involved in presenting a full gift packaging and marketing seminar in the United States can be mind boggling. But to present a similar presentation in a foreign country can be both expensive and quite demanding.

What makes my seminars in the United States unique is that Nowco ships products for thirty to forty gifts to the symposium hotel. I would normally arrive three days before the symposium with a staff of two and begin to assemble the gifts in a hotel workroom. In this way people who plan to attend the symposium will be able to see first hand, how baskets differ in construction and display from their own gifts.

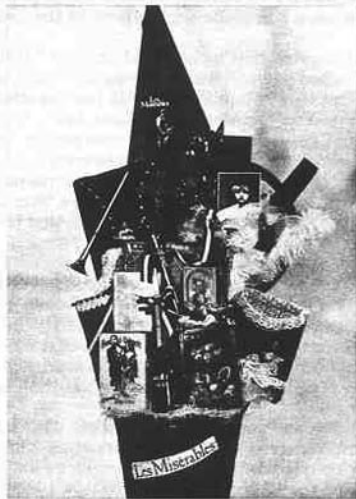
Also, I would have a set of five baskets in a sequential form.

1. The basket with filler material.
2. The basket with a few super structure products built inside.
3. The product almost completely full.
4. The basket in its completed stage.
5. The basket wrapped and bowed.

In this way the retailer can see the interior working and placement of products which then reveal the trade secrets of basket construction.

Also, they have been instructed to bring a camera with flash to photograph the baskets on display. Some retailers will choose to copy a few baskets which, quite often, makes life easy. In this way, the retailer is able to look, lift, turn and get a good idea on how I construct the gift baskets.

Also, beside the baskets on display, I will usually display ninety to one hundred 8" x 10" color photos of gifts designed from past symposiums.



I did something different in London. I invited the British retailers to bring a gift basket that they would place on display at the symposium. In this way, each retailer was able to see and critique their own baskets and also learn from others. You may feel that other people may steal your ideas, but if you only bring one basket, you are not surrendering that much. But if you preview forty other gift baskets, your quality should improve at once. This is why I decided to call it a symposium. The free exchange of ideas made it a profitable experience for all concerned. I also did a number of other things that gave the British retailers a good marketing preview of what is currently being offered in the United States.

The British market operates much differently than here in the United States. Yes, there are many department stores that offer gift baskets and hampers, but nothing like the U.S. market.

We found two retailers in London who offered special theme gifts. Birthdays, new born, anniversary and speedy recovery, but except for Harrods, Marks and Spencer and Selfridges, not too many more. The Body Shop, a chain of soap and fragrance stores, is doing a nice job but nothing close to what Crabtree and Evelyn stores do here in the U.S.

The gift basket market in the United States is growing by leaps and bounds.

For the retailers who attended the symposium, the comments were extremely good.

I was pleased with the presentation and, as the British say, "It was a good show, good show!"

