

TORONTO SHOE SHOW

INDUSTRY BREAKFAST MEETING

THIS IS A SPEAKER YOU DON'T WANT TO MISS, COME OUT AND MEET ANTHONY STOKAN

August 18th • 7:45am Start

**Toronto Congress Centre • Courtyard Café
Continental Breakfast Provided**

Retailing on the Edge

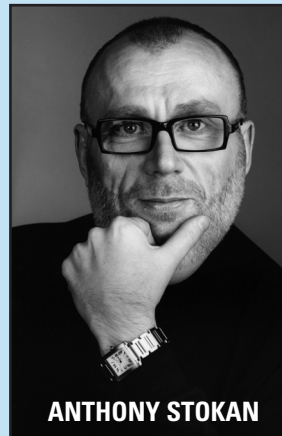
**Anthony J. Stokan on
THE CHANGING NATURE OF SHOPPING!**

A visually dynamic presentation by Anthony J. Stokan that will clearly define the retail experience of the future, exposing the dynamics of a new world where consumers call the shots.

As we move into the final years of this first decade of the new millennium considerable anxiety seems to be the key factor driving consumer uncertainty. In mature economies in Europe and North America the watch list includes unemployment, inflation, lending, housing, the credit crunch and the volatility of the financial markets.

From the big box to e-commerce to fast fashion to affordable luxury, it's time to strip away old ideas about consumer behaviour, shining a spotlight on the key trends retailers need to grapple with as this decade transitions into the next. The last five years were some of the most turbulent in retailing history. Consolidation ruled, mighty Wal-Mart stumbled yet continued to dominate, the Internet matured, and new stores proliferated.

Shoppers are learning to deal with the rollercoaster of fuel prices and changing economic fortunes. Consumers have become prudent, cautious, choosy, wielding their vast shopping experience. This breakfast presentation will take you on a journey into the future. New shoppers, selling less of more, demanding employees, a new media universe, new competition – a whole new shopping world with unreasonable expectations. Are you ready to do business in 2010?



ANTHONY STOKAN

Anthony Stokan

**Leading Retail &
Consumer Authority**

Anthony Stokan is committed to excellence in retailing. That's why he scours stores and shopping centres the world over to find out what consumers want and who's giving it to them. He's combed the globe for creativity and innovation in retail for over fifteen years now, and shares his in-depth knowledge of consumer trends and attitudes through supercharged keynote addresses and personalized consulting.

During the past decade Anthony Stokan has developed an enviable reputation anchoring meetings, think tanks and strategic planning sessions for the shopping centre and retail industries in Canada, the US, Europe and South America. His broad-based involvement in manufacturing, marketing and teaching enhances his uniquely informed perspective on what consumers want.

Anthony Stokan authored the business best seller *Who's Minding the Store?* In it he pioneered the concept of the polarization of consumers and retailers that defined shopping in the '90s. His new book, *The Naked Consumer* is an incisive look at the ten trends defining the future of retail this decade.

Often funny and never boring, Stokan's approach is holistic and humanistic, taking into account the roles of technology, creativity and the psychology of customer expectation. Both a prophet and a coach, he inspires, challenges, encourages, amuses and motivates in energetic sessions that inform as much as they entertain.

REGISTRATION FORM

**RETURN TO O.S.T.A. AT 170-6A THE DONWAY WEST, PO BOX 2002, NORTH YORK, ON M3C 2E8
OR TEL: (416) 444-0005 • FAX: (416) 391-2928 • EMAIL: INFO@ONTARIOSHOETRAVELLERS.COM**

NAME: _____ # ATTENDING: _____

STORE / COMPANY: _____

DON'T MISS THIS OPPORTUNITY - IT WILL BE A LEARNING EXPERIENCE!

We are expecting you...everyone is welcome!