



MEDIA RELEASE

FOR IMMEDIATE USE

Date: June 25, 2009

TRIPLE YOUR KNOWLEDGE AND INCREASE YOUR PROFIT AT THE INTERNATIONAL JEWELLERY FAIR

JAA International Jewellery Fair (IJF) organisers, Expertise Events have announced today that they have doubled the number of informative seminars, talks and displays to reflect global and regional market needs for 2009.

“Held on August 30 – September 1, 2009 at Sydney Exhibition Centre, Darling Harbour, these added benefits reflect the high quality nature of the jewellery industry professionals attending”, said Gary Fitz-Roy, Managing Director, Expertise Events.

The **International Jewellery Fair** delivers a comprehensive mix of education, business strategy and inspiring jewellery design that reflects global and regional market needs.

“The Fair in 2009 will be the best way to enhance your knowledge and prepare yourself for the future of your business and your own professional growth”.

Sales guru and motivational speaker, **Tim Shaw** will be presenting a seminar, *Upselling to success*. From the old McDonald’s adage, “do you want fries with that”, Tim will demonstrate how you can add value to your own business by adapting these methods within the jewellery industry. Whether it is transforming a purchase from a semi-precious to a precious stone, or adding earrings to match the necklace, the up selling skill is critical for the savvy jewellery retailer.

Visual Merchandising displays play an important role for any retail business but in jewellery the presentation of windows is integral to success. Industry experts from **Sydney TAFE** will deliver practical advice and tips on creating fabulous displays in the jewellery retail environment. Discover ways to use materials and props to enhance your merchandise and create the best possible atmosphere for buying.

Join specialists in the retail industry, David Brown and **Retail Edge Consultants** who will present retailers with “real time” market data showing them solutions to the latest trends and strategies of success in the current market conditions. Use the opportunity to take your own business to the next level and discover new ideas for meeting any future challenges.

Octahedron is proud to present, international guest, Don Greig, founder of the **Focus Business Management Institute** in the United States. Advising over 1500 US jewellers about better understanding their financial future and business planning, Don will provide key insights on success.

"The quality and variety of seminars being presented in the new **Discovery** room creates an added depth to the International Jewellery Fair. Both visitors and exhibitors will not only experience an environment to network and purchase stock but now will be able to depend on the Fair for an integrated educational experience as well", said Gary Fitz-Roy.

There are a number of other presenters during the International Jewellery Fair, inspiring jewellery design that reflects global and regional market needs. These have been developed to support all members of the jewellery industry, including from the *Gemmological Association of Australia* and the *Gold & Silversmiths Guild of Australia*.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 9452 7575.

Where & When: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

- ends -

MEDIA ENQUIRIES

Sue Martin
Media Relations Manager



EXPERTISE EVENTS

Tel 02 9452 7575
Dir 02 9452 7581
sue.martin@expertiseevents.com.au
www.expertiseevents.com.au

ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.