

home & gift

Press Release:

Home & Gift's ShopTalk to run virtually in 2022;
agenda announced

11/07/2022



Figure 1 - Sarah Crawley, Lisa Carroll and Anna Jones

Home & Gift Buyers' Festival has announced that ShopTalk, their programme of educational and inspirational sessions, will be hosted virtually this year. Running from 13th-15th July, the agenda has been curated to cover a selection of topics that the show's community has shown a desire to learn more about. The sessions will be led by experts in their field and help visitors to Home & Gift establish meaningful goals ahead of attending the show.

Home & Gift has long been praised for its ideal timing in the retail buying calendar. The show's dateline allows visiting buyers to reflect on the first 6 months of trade and use those learnings throughout their visit to shape their offering for the all-important second half of the year.

At a time when, whilst still recovering from the effects of the pandemic, the show's audience and their customers are now facing a cost of living crisis and political uncertainty, the organising team want to ensure that attending Home & Gift is the most valuable experience possible.

Home & Gift's Head of Marketing, Kayleigh Craine said: *"We are committed to creating not just buying and selling opportunities for our community, but also places for them to learn, grow and access expertise they may not have otherwise. As such, ShopTalk remains to be a crucial part of the Home & Gift offering, however, this year, we've seen a slight shift in our audience's needs, so are adapting our plans to serve them best.*

By hosting ShopTalk virtually ahead of the live event, visitors will benefit from the expert teachings of our speakers before making any buying decisions; enabling them to attend the show with clear goals and objectives, as well as the confidence they need moving into Q3 and 4."

The three-day agenda includes sessions such as:

- Essential social media strategy for your retail brand
Speaker: Google Digital Garage
- Ecommerce Expert: 5 ways to maximise traffic to your website
Speaker: Lisa Carroll, Founder of Lisa May & Co
- 5 steps to maximise product photography for PR & e-commerce
Speakers: Olivia Brabb, Founder of Olivia Brabb Photo
- Trends in influencer marketing
Speaker: Sarah Crawley, Co-founder of The Good Influence Agency
- Interior trends for 2023
Speakers: Sarah Davies, Founder of Floella Interiors and Lindi Reynolds, Founder of Lindi Reynolds Architectural Design
- Retail Expert: Inspire brand loyalty & build a community
Speakers: Louise Daniel, Founder of & So To Shop and Ally Dowsing-Reynolds, Founder of Dowsing & Reynolds
- Essential PR Insight for your retail brand
Speaker: Rosie Davies-Smith, Founder of PR Dispatch
- Essential email marketing insights for your retail brand
Speaker: Elle Williamson, Founder of The Ecommerce Assistant
- Essential insight to unleash the power of Reels to grow your brand and business
Speaker: Anna Jones, Founder of Your Agency

Registration for ShopTalk is now live, please visit <https://homeandgift.co.uk/shop-talk>

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For more information, images and quotes, please contact:

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Notes to the Editor

- Speaker headshots can be found [here](#).
- Details of Home & Gift in Harrogate, running 17th-20th July, can be found [here](#).

For more than 60 years, Home & Gift has been one of the most important buying events in the retail trade calendar. Home & Gift is organised by Clarion Events' Retail portfolio, which also runs Top Drawer A/W, Top Drawer S/S, Manchester Furniture Show, January Furniture Show, and Retail REVEAL.