



SHOPPER INSIGHTS . RETAIL INTELLIGENCE . INNOVATIVE SOLUTIONS .

FUTURE OF RETAIL SPEECH

speaker kit & request form

How America Shops[®] and **How The World Shops[®]**
today and tomorrow are the subject of our speeches.

Customized to address your audience.

Shopper research data, innovative retail experiences and trends are woven into a compelling story that will drive insights and action.

Always stimulating and provocative. Perfect for industry-wide conferences, top-to-top meetings, sales meetings, trend meetings, strategic planning.

For more information, please contact **Gretchen Simmons** at **gsimmons@wslstrategicretail.com** or **212.924.7780**

“If you’re passionate about shoppers everyday, if you stay close to their needs, their wants, their dreams, their changing lifestyles, you will see the future. We help you do that.”



wendy liebmann

FOUNDER, CEO & CHIEF SHOPPER

Wendy Liebmann is recognized as one of the innovators of shopper insights. In 1986, Wendy founded WSL to “get marketers out of their ivory towers to meet their shoppers on the selling floor.” Whether that floor is real or virtual.

Wendy and WSL are recognized for their ability to help clients build innovative retail strategies by understanding the influences on how people shop in the US and around the world – and how to utilize that understanding to drive innovation at retail.

Since 1989, WSL has published How America Shops®, an ongoing nationwide survey that was the first ever to track shoppers’ mood, mindset and behavior and successfully predict evolving shopper behaviors, and where retail is headed.

Wendy has extensive global experience in marketing, retailing and research, first in her native Australia where she learned to be a passionate shopper, then globally.

She is frequently called upon by the media to provide insight into the state of retail and shopping. She is a recognized speaker, regularly addressing business and educational organizations around the world.

Wendy is noted for her unique combination of Australian earthiness, global shopping vision and practical viewpoint.

She holds a degree in business and psychology from the University of New South Wales in Sydney, Australia.

WSL consults to such industries as retail, beauty, food, beverages, health, home, personal care, entertainment, fashion, publishing, and financial services.

“We didn’t invent “shopping life,” but we did characterize and name it. And we do monitor it and bring it to life for our clients. Everyday.”



candace corlett

PRESIDENT

Candace Corlett is president at WSL. Established in 1986, WSL is a retail strategy firm that helps manufacturers and retailers bring more shoppers to stores to buy brands.

The firm is well known for its How America Shops® trend research, which predicts changes in shopping “life,” and how those changes will impact your business.

Candace is frequently called upon by the media to comment on the state of the retail environment and trends in shopping. She is regularly cited by The Wall Street Journal, The New York Times, Business Week, the Associated Press and frequently appears on CBS, NBC, ABC, CNN, and National Public Radio.

Candace has a proven track record in corporate marketing at companies both large and small. She has held management positions in brand marketing and market research at Bristol-Myers Squibb, Revlon, and DEL Laboratories. She joined WSL as a principal in 1995. Her professional background combines the best of classic package goods marketing with an entrepreneur’s spirit.

Her passion is observing shopping life. It is this combination of intuitive observations and survey data that place Candace and her firm at the forefront of shopper insights, preparing their clients for what’s coming next.

Candace received a Master of Arts degree from The New School University and a degree in Science from St. John’s University.

WSL consults to such industries as retail, beauty, food, beverages, health, home, personal care, entertainment, fashion, publishing, and financial services.

speaker request form

Please complete this form and return to:
EMAIL gsimmons@wslstrategicretail.com **FAX** 212.924.7608

EVENT INFORMATION

EVENT TITLE / THEME:

EVENT DATE(S):

EVENT LOCATION:

EVENT WEBSITE:

Please provide a brief summary of the event and the host organization. (Please indicate if there is a theme/focus for the event as well as some information about the organization sponsoring the event.)

Please detail audience composition, with examples of company names and attendee titles, and attach a sample list from a prior event, if available.

When will you confirm WSL's participation in your event?

SPEAKER FEE

Will your organization be providing a speaker fee and travel expenses? If yes, what amount is allocated for this event?

PRESENTATION TOPIC & SPEAKER

Please provide the subject matter for speech.

Will this be a keynote address, breakout session or panel speaker?

How much time will be allotted for the presentation? Q&A?

PR & PROMOTION

Please indicate the promotional plan for this event and how you will include WSL and the speaker. What materials will be needed?

Will WSL have additional opportunities to interact with attendees? Please indicate (Complimentary passes, exhibit hall, networking events, etc.)

CONTACT INFO

NAME:

TITLE:

PHONE:

FAX:

EMAIL:

ORGANIZATION:

ADDRESS:

CITY:

STATE:

ZIP:

HOW DID YOU HEAR ABOUT US?

Direct mail, newsletter, press release Referral from friend, associate Heard us at another event Current Client Other

Please provide name of source:

