

## Seminars

# PRICELESS GEMS OF CREATIVITY

The Cutting Edge Differentiation

**PRICELESS GEMS OF CREATIVITY – *The Cutting Edge Differentiation***  
**7 – 8 December 2009, One World Hotel, Petaling Jaya, Malaysia**

After successful appearances in 2006 and 2007 for the “Priceless Gems” series, PPK Malaysia ended 2009 with a creative masterpiece, by organising for the first time ever, a seminar which focuses on the five senses integral in keeping the shopping experience alive and exciting.

**CREATIVITY** is the new buzzword for shopping centres to be different and to stay one step ahead of fellow competitors, with the seminar featuring internationally acclaimed speakers from overseas plus a host of experienced practitioners in the local shopping and retail industry.

Shopping is no longer purchasing merchandise per se and has become **experiential**, and the papers presented covered topics in :

*Designs, Blueprints for Success*

*Thinking Outside The Box: It's All About Differentiation*

*The Lateral View: Be Unique, Be Distinctive*

*The VMD Experience in Shopping Centres (Case Studies)*

Participants learnt all about what's new, what's hip, what's hot and what's now !