



News

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VSN Hosts 30 at "Sense & Perform" Workshop at LEAD Marketing Conference

ROSEMONT, Ill. - In his capacity as Executive Director of the In-Store Implementation Network, VSN Strategies™ founder and principal James Tenser led a half-day pre-conference workshop on In-Store Implementation in conjunction with the LEAD Marketing Conference here.

Entitled, "Sense & Perform: Finding Best Practice Benchmarks for In-Store Implementation," the workshop attracted an audience of 30 highly-engaged brand marketing, retailing and merchandising services practitioners.

The workshop agenda featured a keynote presentation, "Compliance in Action" a summary of practitioners' methods presented by David C. King, author of *Selling With Space Management*. Tenser's presentation, "The Five Senses of In-Store," introduced a conceptual framework for understanding at-retail performance and ROI.

Distinguished workshop faculty included:

- James Tenser, Executive Director of the ISI Network, and workshop leader
- David C. King, Author of *Selling With Space Management*
- Greg Gates, VP of Image Merchandising Solutions at Gladson
- Win Weber, Chairman, CEO and founder of Winston Weber Associates
- Chris Hoyt, President of Hoyt & Co.
- Dick Blatt, President of Planar World Consulting LLC, and former CEO of POPAI
- Joe Nassour, CEO of RetailTactics, Inc.

Lead sponsor of the workshop was Gladson, with additional support from VSN Strategies, [KSS Retail](#) and [RetailTactics](#).

About VSN: VSN Strategies is a specialized consulting firm that provides thought leadership to the retail and consumer products industry. It delivers high-value strategic consulting and content services, with emphasis on Retail Technology, Shopper Media, In-Store Implementation and Merchandising Performance Management.

Founder, James Tenser regularly delivers [presentations, workshops and webinars](#) to audiences across the retail consumer products industry.

About LEAD: Produced by the Shopper Technology Institute, the [LEAD Marketing Conference](#) is the only collaborative event for retailers and manufacturers covering all Aspects of Loyalty, Engagement, Analytics & Digital Applications.

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