

Retail Week Conference 2010
www.retailweekconference.com



Buttons & banners

After working with Emap on their flagship events, the World Architecture Festival and the Media Festival, Frontmedia were asked to work on what Ray Winstone would no doubt refer to as the daddy of all the Emap conferences, the Retail Week Conference.

We created a complete set of promotional materials and media for the event from a new identity, printed brochure and advertising to a brand new website, ad banners and HTML email templates.

We managed to produce all this in pretty much record time in order to meet the deadline for the launch of the event. The website has been updated continually since then to make it a genuinely useful resource for the event and an excellent example of how a conference website can be.

