

An event by:



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BOLOGNA FIERE - ITALY



**ZOOMARK**  
INTERNATIONAL

## **AFTER THE WEBINAR, "FANTASTIC OFFERS AND HOW TO CREATE THEM" COME BACK TO ZOOMARK LIVE!**

"**Fantastic offers and how to create them**" is the title of the webinar organised by Zoomark and Zampotta Pet Business last **Thursday, 27 April**.

This fourth appointment marked the end of the cycle of online seminars promoted by Zoomark to accompany the pet community up to the event, which will be held at **BolognaFiere from 15 to 17 May**.

In the webinar on 27 April, aimed specifically at **pet shops**, **Cristina Mandaglio**, director of **Zampotta Pet Business**, and **Nicola Benincasa**, a full-stack marketer and specialist in sales techniques, presented the content that they will be going into in greater depth on **15 May, from 2.30 to 4 pm**, at Zoomark, in the **workshop** scheduled in **Sala Melodia** (Service Centre, Block B).

The specialist retailer can be the master of his own destiny and increase his business even in times of crisis and the most difficult circumstances (such as pandemics, war, inflation), but only if he can control what Benincasa calls the "**sales clock**". How to do this? With a few 'tricks' and by observing very precise rules.

If during the webinar several actions were listed that should never be taken (relying on improvised suppliers, for example) and others that are essential (defining one's strategy and promotional campaigns), on 15 May at Zoomark, no less than **35 models of offers** will be illustrated, which every shopkeeper can apply to his or her own reality and experience for himself or herself.

The event at the trade fair promises to be dynamic and interactive: Mandaglio and Benincasa will be answering participants' questions with **concrete examples**, proposals for solving point-of-sale management problems, solutions for structuring offers in the best possible way and, above all, indications on how to measure their effectiveness.

**Participation** in the workshop on 15 May is **free of charge**, but it is **necessary to register** on the zoomark.it website at [this link](#).

To review the webinar of 27 April, click [here](#).