

# Visual Merchandising Workshop

As part of our Downtown Dialogue series, Waynesburg Prosperous & Beautiful is pleased to present a Visual Merchandising Workshop with guest speaker Rick Viglione, Western PA Regional Coordinator of the Pennsylvania Downtown Center.

All downtown merchants and other interested persons are invited to this free workshop to learn more about engaging their window space, drawing customers into their businesses, and encouraging customer growth through displays and onsite advertisements.

Components of Visual Merchandising to be discussed include:

- Building Façades
- Sidewalks
- Window Displays
- Signage
- Interior Displays



**Date: Friday, August 13, 2010**

**Time: Breakfast & networking from 7:15 to 7:45 A.M.  
Workshop begins at 7:45 & runs until 9:00 A.M.  
Optional tour follows at 9:00 A.M.**

**Location: Center for Research & Economic Development,  
Waynesburg University**

Please RSVP to Waynesburg Prosperous & Beautiful at 724-627-8119 or [msm@waynesburgpa.org](mailto:msm@waynesburgpa.org) by Monday, August 9.

