



Immediate Release:

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SENPA Announces The First SENPA Summit at SOHO Expo 2021

SENPA is proud to announce the first ever SENPA Summit at SOHO Expo to take place on Friday, December 3, 2021. The SENPA Summit is designed to equip retailers with the business tools they need to survive and thrive in the new age of retail.

At the SENPA Summit, there will be specific tracks that cater to the needs of store owners, management and staff, as well as marketers. We will feature subject matter experts as well as some well known retailers to discuss succession planning, websites, marketing, staff training, merchandising and more. These tracks will run concurrently, so we encourage stores to bring their staff to hear this vital information.

Not only that, but we will have an exclusive group of sponsors set up throughout the day offering time to network with them, see new products, and get some additional time with vendors without feeling rushed.

Harold Lloyd from Harold Lloyd Presents will be our Keynote Speaker at the SENPA Summit. Harold brings over 30 years of retail experience and is a retail guru well known by many SENPA members. "I have heard Harold Lloyd speak several times and I am always captivated by his retail knowledge. He has given me many powerful tools to improve my store," said Renee Southard, President of SENPA. For more information on Harold Lloyd visit hloydpresents.com.

To learn more, visit senpa.org/senpa-summit.