



Here is how you access The Store Knowledge Community & Intranet.

You will need to be registered on the WPP intranet <http://www.insidewpp.com>

Please select the register button on the home page and enter all relevant information.

The system administrator will send you confirmation of your registration once it has been processed, then you will be able to start exploring.

1. Logon to www.insidewpp.com
2. Select Communities
3. Select Retail and FMCG Knowledge and Networking

Once you have access to The Store Intranet you will find the following resources and information:

About The Store

Find out about WPP's Global Retail Team & Knowledge Community - The Store. Inside this folder you will find an introduction presentation on The Store, resumes for The Store Team and a calendar of The Store events globally. Also explore *The store projects and the store presentations* compiled by The Store for your reference.

Industry Events

Find out the latest in Retail and FMCG thinking from authoritative sector organisations. This folder contains presentations from the latest industry events around the world, including ECR, CIES, NRF & Retail Week.

The Store Events

The Store hosts Retail Events all around the world. Along with WPP retail experts & major retail / FMCG companies, The Store gathers expert opinions and innovations to showcase the latest retail thinking. Here are some of the latest presentations from our focused events.

WPP Retail Capabilities

This folder is a work in progress. It will contain introduction presentations and contact details for WPP agencies that have retail capabilities. Please feel free to contact these companies directly or if you seek referral and recommendation to which WPP agencies fits your purpose please contact any member of The Store.

If you have any questions about the site or require additional help on searching out resources or help on pitches please contact Jo Thomson (jthomson@wpp.com - phone: +44 2073184900).