

Company Overview

Lyn Flannery & Associates is a Marketing Consultancy business specialising in Shopping Centre strategic/development marketing, training/education and recruitment.

A concise overview of the different arms of the business follows:

Lyn Flannery & Associates

The consultancy arm of the business specialises in all aspects of Shopping Centre strategic marketing inclusive of development and refurbishment marketing. The consultancy provides advice on all areas of Shopping Centre marketing and will undertake audits and provide recommendations to assist in more effective marketing systems and procedures. Strategic marketing plans (inclusive of brand development and evolution strategies); refurbishment; development and Centre opening marketing strategies are our specialty.

Lyn Flannery Marketing School (privately owned and operated)

Specialising in Shopping Centre marketing training & education. The school operates to assist Shopping Centre owners and managers in the training of their marketing personnel.

Whilst the school's major focus is enhancing the skills of Shopping Centre marketers it is open to anyone who wants to enhance their skills in Shopping Centre marketing or get into the industry in a marketing field. Modules are designed for the beginner through to the advanced senior marketer. We have found that Centre managers and Retail managers wanting to gain a better understanding of the marketing processes also benefit from attending the school.

The Lyn Flannery Marketing School is located in Brisbane, Australia, however the School is mobile and has operated in the United Kingdom and in 2009 launched in New Zealand. At the request of owners and managers, the school is fully flexible and mobile with courses designed to suit individual training requirements.

Lyn Flannery Marketing Club

This is the networking arm of the business and consists of two parts. The first part being the social networking functions, which are held mostly in Brisbane twice a year (July and November) and provide Shopping Centre marketers with the opportunity to network. The Club also has a subscription based component which provides participants with on-going marketing tips, ideas, latest marketing trends and discounted offers on training/seminars etc. Membership to this component of the club is strictly limited.

Lyn Flannery Recruitment

This service assists Shopping Centre owners and managers find suitable management, marketing, casual leasing and information personnel for shopping centres.