

SHOPPER-CENTRIC CATEGORY MANAGEMENT WORKSHOP

Prague, 27th & 28th November

Be equipped with latest best practice methodologies and tools to be even closer to your shoppers when driving the sales of a category

Why should I join?

- ✓ Be able to instill deep shopper insights into your strategies and tactics
- ✓ Adapt executions to different shopper profiles and store clusters
- ✓ Apply a relevant mix of assisting and influencing shoppers at the POP
- ✓ Understand and leverage shoppers' subconscious behavior
- ✓ Keep up with market and consumer trends

Key Benefits

- ✓ Plug a shopper-centric framework into your existing CatMan processes
- ✓ Define a consistent trade strategy addressing deep shopper insights
- ✓ Incorporate shopper behavior into tactical decisions
- ✓ Identify new ways to merchandise a category
- ✓ Apply the latest findings of neurological research into in-store tactics

Interactive workshop covering presentations, group discussions, exercises, case studies

Quotes and Facts from past Participants:

"Very impressive, intensive yet simple to understand"

"Effective learning, very practical"

"Respects both retailer and supplier point of view"

96% of participants rated the workshop overall as good to excellent

MEET OUR CATEGORY MANAGEMENT CHAMPION: CHRISTOPH MICHEL



Based in Switzerland, Christoph has spent ten years in Category Management and Sales Development roles at Diageo with numerous projects in Europe, Africa and Asia with key local & international retailers. He then worked for eight years at the Nielsen company where he was in charge of Category Management services across Asia-Pacific and Middle-East. Passionate about translating shopper knowledge into actions at the point of purchase, he has delivered Category Management workshops to over 3,000 associates of leading local and international manufacturers & retailers (Wal-Mart, Carrefour, Tesco, Metro Cash & Carry, Coca-Cola, Pepsico, Nestle, Mars, Unilever, P&G, BAT, Philip Morris, Kimberly Clark, Colgate Palmolive, GSK, Johnson & Johnson, Nokia, etc.) over the past 5 years.

Who should attend?

- ❑ **Retailers:** Category Managers, Buyers, Merchandising, Space and Store planning functions
- ❑ **Manufacturers/Suppliers/Distributors:** Customer/Trade Marketing, Key Account Management, New Business Management, Brand Management, Category Management functions
- ❑ **Other business:** Anyone with the hunger for Category Management knowledge to develop their market strategies
- ❑ **Level:** Intermediate to Advanced (not suitable for beginners)

Workshop Fee & Details

Date and time:	27th & 28th November, 2017 (Monday & Tuesday) 9:00 AM - 6:00 PM
Venue:	Prague, CITY TOWER Conference Center (27th floor) Pankrac, Hvezdova 1716/2b
Fee per person:	CZK 31 500 - Early bird and group discounts available (see registration form)
Registration:	Maximum 20 seats in each workshop are available on a first come, first serve basis.
Inclusions:	Comprehensive course materials and case studies. Business lunch and coffee breaks, with snack items on both days.

Day 1 08:30 – 18:00		Day 2 09:00 – 18:00	
08:30	Registration	09:00	Review Day One
Introduction : Why Shopper-Centric	Opportunities arising from improved shopper understanding	Product Range	How to design a range considering shopper needs, market coverage, product incrementality
Category Management recap	Key principles of Category Management, how do retailers/manufacturers collaborate	Merchandising	Which merchandising and in-store theatre principles to apply to help but also influence shoppers at the point of purchase
The shopper along the Path to Purchase	Shopper segmentation, Shopper Missions, Channel/Store choice, Store Clustering and implications for tactics	Pricing	How to determine SKU pricing given shopper price awareness and sensitivity
Defining and structuring a category	How to go beyond quantitative category decision trees	Promotion	When to promote, which segments to promote, which mechanics to choose to achieved the desired behavior change
Defining strategic opportunities and KPIs	What shopper perception and behavior should we be influencing and which performance criteria to use	Shopper sub-conscious behavior	How to influence shoppers at the point of purchase without them even noticing
Insights	How to generate deep motivational insights about shoppers	Wrap-up, Q&A	

ENROLMENT FORM: Shopper-Centric Category Management Workshop, 27th & 28th November, Prague

To enrol, kindly fill in the form below and send it to us **by 13th November**.
Please email to czspaceman@nielsen.com or hand it over to your respective Account Manager .

For further details contact Jan Dvořák: jan.dvorak@nielsen.com, +420 777 541 773 or your respective Account Manager.

YES, I / We want to join the Shopper-Centric Category Management Workshop

- Company, VAT number: _____
- Address: _____

Contact person for registration:

- Name: _____ E-mail: _____



Group discount: 5% off for 2-3 participants, 10% off for 4 and more participants from the same company.

Early bird discount: 10% discount for early birds can be enjoyed **until 30th September 2017**, 5% discount until 31st October 2017



***Special Bundle:** Combine Early bird and group discount promotion to enjoy discount up to 15-20%! (*Applicable group discount and early bird simply cumulate (eg. 5% + 10% = 15% discount on cost per pax)

Name (first name, surname)	Position	E-mail	Mobile phone
1			
2			
3			
4			
5			

Total number of Attendees: _____ **Total Program Fee :** _____ **CZK**

Notes: The workshop is **presented in English**. You will receive an email upon confirmation of your registration. A non-refundable workshop fee as indicated above is made payable to Nielsen Czech Republic upon receipt of the email. There will be no refunds for cancellations; however a change in participant name will be accepted any time before the start of the workshop. We reserve the right to change the place or cancel the workshop.

Kindly state details to send invoice and receipt.

Name:	
Department:	
Phone:	
Email:	

Stamp: _____
Signature: _____
Date: _____