

## Practical Category Management Workshop

28<sup>th</sup> & 29<sup>th</sup> of May 2015

Get equipped to embark on Category Management projects with your industry partners!



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

Quotes and Facts from past Participants:

*“Very useful and applicable”*

*“It’s fantastic as it gave me a lot of insights about Category Management to work with”*

*“Very good because practical, not just theory”*

**100% of participants rated the workshop overall as good to excellent**

More than 1,500 participants from 150 retailers and manufacturers since 2009, including Wal-Mart, Carrefour, Tesco, 7-Eleven, Panda, Spinneys, Unilever, P&G, Nestle, Pepsico, Coca-Cola, Unilever, BAT, Abbott, CP, J&J, Philips, etc.

### Benefits of attending this workshop

- Develop stronger retailer/supplier partnerships
- Follow a joint process that can be adapted across all retail chains
- Leverage all available data to identify category growth opportunities
- Develop tactics to win the battle for shoppers
- Achieve immediate positive impact

## Who should attend?

**Retailers:** Category Managers, Buyers, Merchandising heads, Space and Range planners & their team

**Manufacturers/Suppliers/Distributors:** Customer/Trade Marketing Managers, Key Accounts Managers, Category Managers & their team

**Level:** Beginner to Intermediate

## Speaker's Credentials

**Evros Kastanas**

Associate Director, Training Services, The Nielsen Company



Evros's has 13 years of brand marketing and market research experience in Cyprus, UAE and the Middle East. He has held brand management, customer management, and marketing services management positions with CPG manufacturers and retailers, and specializes in analyzing marketing performance efforts.

He has a passion for marketing management and its application, and, through his trainings, delivers an integrated perspective that combines research, manufacturing, distribution, and retailing. He is currently delivering a series of marketing and sales related training workshops that have been attended by hundreds of professionals around the MENAP region and Europe.

Workshop Fee & Details	
Date :	28th & 29th May, 2015
Venue :	To be confirmed (Lahore)
Time :	9:00am - 6:00pm
Fees:	USD 745/- per person (Excluding Tax)
Registration :	Limited seats in each workshop available on a first come first serve basis. Early bird discount (5%) and group discount available (see registration form).
Inclusions :	Comprehensive course materials and case studies. Business lunch and coffee breaks with snack items on both days. (Travel and lodging expenses for out of city participants not included)

## Workshop Agenda

Day 1 08:30 – 18:00		Day 2 09:00 – 18h00	
08:30	Registration	09.00	Review Day One
Introduction: The Marketplace	Assess today's relevance for Category Management	Common Shopper Behavior	How to unleash growth from understanding how shoppers behave
Why do Category Management?	What to expect from Category Management	Category Tactics	Which products to include in the assortment
Definition, Roles and responsibilities	An overview of Category Management, its process & benefits		Where to place the category in the store
Category Management process	ECR's classic 8 steps process, as well as other existing processes		How to merchandise products
Category Definition	How to define a category and to determine its decision tree		Which pricing strategy to apply
Category Role	How to assign the optimal role for a category		What promotions to implement
Category Assessment	How to discover opportunities for growth	Category Implementation	How to ensure all is being put in place as agreed
Category Scorecard	How to set the appropriate KPIs	Category Review	How to review the results and take corrective actions
Category Strategy	Which strategies to set for segments, sub-segments, specific SKUs	Summary, tools and data needed	How to be as efficient as possible
		Q&A	