



Category Management Advanced Course



How to jointly grow the category by effectively targeting the right shopper segments?

TUESDAY 9TH FEBRUARY 2012 - FROM 9.00 AM TILL 6.00 PM

Connecting business creating value

Course objectives

1. To acquire advanced skills and capabilities required to implement a "day to day" category management in a pragmatic way.
2. To understand why and how to define shopper segments, and how to exploit this segmentation to effectively address business growth opportunities?

Who should participate?

Everyone involved in optimizing the quality of category plans: account managers, category managers, trade and shopper marketers, sales managers, buyers,... A minimum expertise in category management is required, as well as a basic knowledge of household panel measures (GfK). It is not mandatory to have followed Catman for beginners.

Language: English

Venue: Buro & Design Center
Room 106 (1st floor) Heizel Esplanade Heysel
PB 36 - 1020 Brussels
(GPS: Tintoonstellingslaan – Avenue de l'exposition)

Participation fee:

GS1 Belgilux members: € 350 excl. 21% VAT
Non members: € 450 excl. 21% VAT

Online registration:

www.gs1belu.org/nl/catman-advanced

Participated in previous Catman training programs:

Danone, Friesland Foods, Mars, Omega Pharma, Patroba, Pernod Ricard, Roger & Roger, Vandemoortele, MMA. (catman advanced 2010)
Aveve, Bolton, Corman, EMG, Foods International, Nestlé, Orkio, Snack Ventures (Pepsico), Weleda (catman beginners 2011).

Program

1. Setting the scene: today's business reality and what does this mean for the interaction between retailers and manufacturers?
 - a. Do's and don'ts in category management
 - b. Criteria for success
2. How to successfully address today's business reality via effective category management?
 - a. Define the main growth opportunities at key retailers
 - b. Determine the right strategies to address these growth opportunities
 - c. Identify the right shopper segments to target
 - d. Translate the defined strategies into an actionable account plan
3. Wrap-up and conclusions

The program will be delivered via a combination of interactive presentations and practical workshops.

Facilitators:



► **Luc Desmedt,**
Director LD & Co



LD&Co is a consulting & training company, helping manufacturers to win at the Point-of-Sales by successfully working with retailers in today's and tomorrow's business environment. Before running LD&Co, Luc Desmedt worked at Procter & Gamble, and at Retail Insights as managing partner.



► **Dirk Vanderveken,**
*Division Director of GfK
Panelservices BNL, div. Belgium*

Dirk Vanderveken advises manufacturers and retailers in the Fast Moving Consumer Goods market in Belgium, his insights and recommendations are based on information collected via the unique GfK ConsumerScan panel.

