



CONFIRMATION OF REGISTRATION

CatMan Forum

Topic:

What are the key challenges for FMCG category managers (suppliers) and how to address them?

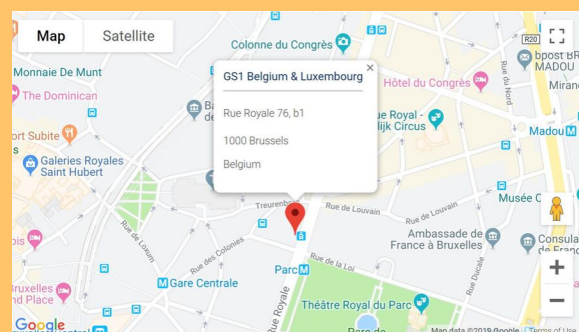
- How open to category management are the key Belgian food retailers and what are their specific expectations?
- Why is it relevant to have a clear category vision and what does it take to develop one?
- How to measure and optimize promotional effectiveness?
- How to integrate omnichannel into category management?
- The role of the field sales force in category management.

When:

Thursday November 7th 2019, 14 to 17 hrs

Where:

GS1 Office, Koningsstraat / Rue Royale 76 B ,
1000 Brussels



Why:

The CatMan Forum wants to contribute to the strategic development of the Category Management function. Therefore the Forum offers the opportunity to exchange opinions and experiences with peers about a selection of important category management topics.

I look forward to welcoming you at the 2nd CatMan Forum.

Questions?

Do not hesitate to contact me.

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