

Academy

WORKSHOPS DIRECTORY

Over 100 years of delivering training and learning opportunities for people in the consumer goods industry



It's no secret that the key to attaining competitive advantage is people. A skilled, motivated, collaborative team is at the heart of any successful organisation.

For over 100 years we have delivered training and development tailored to people at all levels of the food and consumer goods industry.

Our team of trainers and facilitators all have extensive industry experience and an in depth understanding of the issues and challenges organisations and individuals are facing on a daily basis.

You can tap into our expertise in the format that works best for you. Our open programmes attract people from different organisations to learn together, whilst our tailored solutions are designed in consultation with each customer.

This directory outlines our most popular workshops, across category, commercial and supply chain. We work with many companies large and small from all sectors in the consumer goods industry all over the world.

We'd love to work with you, too.

igd.com/academy
academy@igd.com

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OUR TRAINERS



Graham Dorrington

Graham has 25 years' experience of working for FMCG companies such as Diageo and Golden Wonder in a range of commercial and category roles. Since joining IGD, he has developed and delivered many tailored training and business change programmes on topics such as category management, account management and channel business planning.



Simon Attfield

Simon tutors on our open workshops and works with a range of clients to develop and deliver bespoke training programmes. Simon has twenty years' experience in consumer goods across sales, trade marketing and category management. Prior to IGD he headed up the customer marketing team at Tata global beverages and has also worked with Britvic, Clairol and Procter & Gamble.



Carmel O'Brien

Carmel has over 13 years hands-on experience in channel and customer marketing, category management, account management and customer service management gained at Cadbury's and Inbev. She delivers category and shopper workshops to delegates from across Europe and works with retailers and suppliers to develop and deliver bespoke category vision and leadership training as well as change management programmes.



Michael Freedman

Michael helps retailers and suppliers develop successful and sustainable business strategies by understanding shopper attitudes to food and retail related issues. He has over 18 years agency and clientside experience conducting qualitative and quantitative research projects covering emerging trends affecting the food and grocery industry.



David Shukri

David leads the team responsible for our online, convenience, wholesale and discount channel research programmes. He develops our industry events, insights and training programmes and regularly facilitates briefings and workshops. David has several years retail experience within the dynamic UK convenience sector and the large scale supermarket environment, having worked in buying roles at both Sainsbury's and Musgrave retail partners.



Sarah Coleman

Sarah is IGD's senior analyst specialising in multichannel and what it means to retailers and suppliers. Sarah supports our channel events, research and training programme. She joined the team from Kantar Worldpanel and also has supplier insight experience from several years at Unilever.



Richard Jones

Richard has over 20 years' experience of managing and reengineering supply chains in the manufacturing sector, first at Ford Motor Company and then at Unilever. He is an expert on the evolution of grocery retailers' supply chains and strategies. He regularly presents at international events and works with businesses across Europe to help them build their understanding of supply chain challenges and opportunities.



James Tupper

James has 30 years' experience of developing people and business performance in the food and grocery industry in over 35 countries across Europe, Africa, Asia, Australasia and North America. He creates and facilitates business improvement programmes during which cross-functional teams learn to align processes, minimise poor performance issues and increase sales.

FLEXIBLE SOLUTIONS

Whether you attend an open-access workshop with delegates from other companies, or we run a workshop specifically for you and your team, you can be sure that they will be insightful, engaging and memorable.

Here are some of the benefits to consider to help you decide the best option for you:

OPEN WORKSHOPS

- ✓ **Frequent** - Regular dates throughout the year
- ✓ **Cost effective** – a convenient solution to train selected team members
- ✓ **Interactive** - Network with and learn from the experiences of other businesses
- ✓ **Inspirational** - Get away from the office in our state of the art training facilities
- ✓ **Enjoyable** - Our hospitality and healthy, home-cooked food is the talk of the industry!

IN-HOUSE WORKSHOPS

- ✓ **Flexible** – you choose the date and the location
- ✓ **Cost effective** – ideal if you need to train a larger group
- ✓ **Customised** – with content specifically tailored to your business
- ✓ **Category-relevant** – we can incorporate your company or category data
- ✓ **Action-orientated** – we will work with you to embed the learning

Tailored Programme

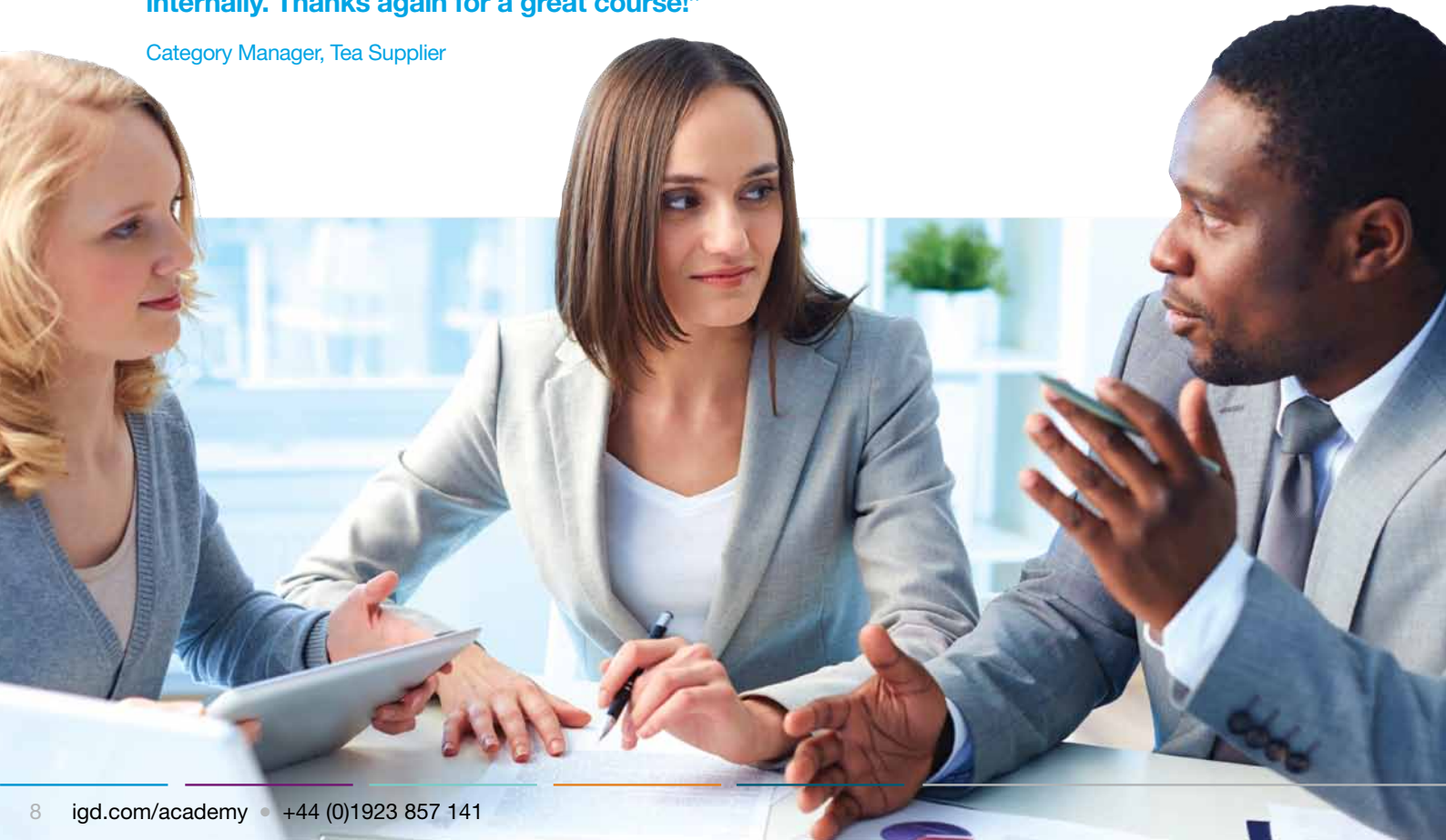
If you have a specific business challenge or training requirement, we can tap into our expertise and put together something just for you that will drive your business performance. Contact our Head of Academy Development Adrian Williams to discuss your needs: Adrian.williams@igd.com

“IGD developed material that delivered a ‘learning experience’ as opposed to imparting of knowledge, therefore the experience for delegates was of discovery - ‘what this means for me’ - and feeling of ownership - ‘what I have to do.’ ”

Commercial Director, Retailer

“I liked how we could pull on each other’s experiences within the group to look at problem solving issues around the various channel challenges. We will be using some of the exercises internally. Thanks again for a great course!”

Category Manager, Tea Supplier



CATEGORY MANAGEMENT WORKSHOPS

SUCCESSFUL CATEGORY MANAGEMENT

Category management, what is it all about? This two day workshop will introduce delegates to the tools, processes and methodology required to deliver growth opportunities through adopting category management. Delegates will learn how to build category relationships between suppliers and retailers, develop effective category plans and put together compelling shopper focused in-store propositions and tactics.

Key learning outcomes

- Understand what category management is and the benefits of adopting category management ways of working
- Learn how to use a range of category management tools to start delivering business results
- Understand the category management process and how to implement each stage
- Harness the importance of shoppers and what affects their behaviour
- Know how to develop compelling category plans and initiatives by channel and format
- Build retailer and supplier category relationships and joint category plans

Who is it for?

This workshop is aimed at individuals who are new into category roles or those in other commercial roles who want to understand what category management can do for them.

Course programme and dates

Available at www.igd.com/successfulcategorymanagement
2 day course

Pricing

Member Company: £800+VAT
Non-Member: £1,200+VAT

“I was keen to try this course as the IGD Academy is seen to be the best provider of category management in the UK.”

Group Head of Shopper Capability, Alcoholic Drinks Supplier

Your place or ours? Find out about an in-house course on page 7

ADVANCED CATEGORY MANAGEMENT

This two day workshop provides the tools, processes and skills required to develop compelling channel or customer category growth plans that will deliver profitable growth for your organisation. The workshop brings 'end to end' strategic category management to life using an engaging, practical and interactive combination of facilitated learning and our unique category management business simulation model.

Key learning outcomes

- Have a practical and in-depth understanding of the IGD five step category management process
- Be able to use a broad range of complex data sources as part of an 'end to end' process to develop compelling shopper insights
- Know how shopper insights will inform the category opportunities and strategies that will underpin your category growth plans
- Learn to turn your plans and strategies into clear and effective category tactics that can be implemented to maximise profitability and return on investment
- Experience both the retailer and supplier category plan dynamics
- Know how to develop compelling category based commercial propositions
- Be able to demonstrate your organisations category leadership
- Go away with a range of tools and techniques you can apply as soon as you get back into the workplace

Who is it for?

This workshop is aimed at Category Managers, Trade Marketing Managers, Commercial Managers or Marketing Managers who have had previous exposure or experience of category management and want to develop their strategic category management capability.

Course programme and dates

Available at www.igd.com/advancedcategorymanagement

2 day course

Pricing

Member Company: £850+VAT

Non-Member: £1,250+VAT

Developed in association with [Do>Learn>Do](#)

“A really interactive way of learning a number of key basics. Great in adding structure and process to catman approach.”

Category Manager, Food and Beverage Supplier

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CATEGORY LEADERSHIP - COMING SOON IN 2015

With accelerated change in the retail landscape, true category growth is becoming increasingly difficult to achieve. To find it, retailers often look for a supplier to adopt a category leadership position.

By taking category leadership, you can move the conversations with buyers away from price and promotions on to activities that drive incremental value for your brands and your customers through mutually beneficial category growth. Category leadership is not owned by those with the biggest category share or the deepest pockets; it is founded on the quality of the insights, the supporting strategies and tactics, and people capabilities. Whatever the size of your business or budget, you can be seen as a category leader through the quality of what you do.

Building on our long-established Successful Category Management and Advanced Category Management courses, this ground-breaking new workshop has been designed to provide you with the process and tools to create genuine category leadership in your business.

Key learning outcomes

- Know how to create an end-to-end category leadership process for your business

- Create category strategy and drivers based on shopper/consumer 'pull'
- Generate your business solutions to capitalise on the category drivers
- Choose where to play and how to win with consumers, shoppers and retailers
- Decide the strategy for taking your category plan to the retailer
- Understand how best to structure your team to deliver your category plan

Who is it for?

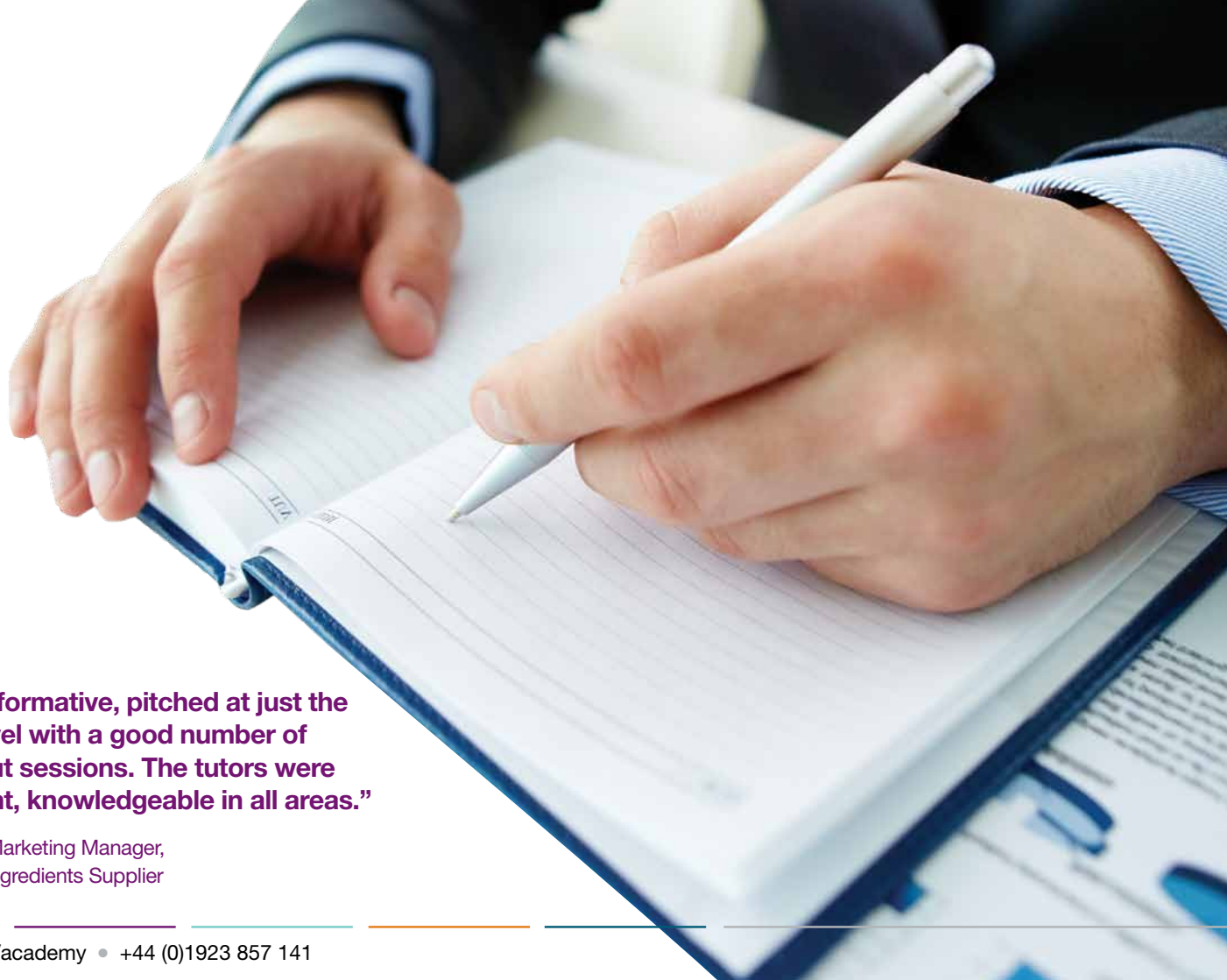
This workshop has been designed for anyone who has responsibility for creating the business approach to category management and developing the longer term strategy.

For more detail when available, please email academy@igd.com

“66% of retailers consider ‘greater strategic alignment and long-term business planning’ to be the most important area of their relationship with suppliers in the next three years.”

IGD Customer Engagement Survey, 2014

Your place or ours? Find out about an in-house course on page 7



“Very informative, pitched at just the right level with a good number of breakout sessions. The tutors were excellent, knowledgeable in all areas.”

Shopper Marketing Manager,
Cooking Ingredients Supplier

SHOPPER AND INSIGHT WORKSHOPS

DELIVERING SHOPPER ENGAGEMENT

This two day interactive workshop will put you in the shoes of the shopper to help you understand what drives and motivates their behaviour throughout the path to purchase. It will develop your capability to create the right shopper strategy and deliver solutions that will engage and inspire shoppers to buy.

Shoppers are becoming increasingly demanding of both the products they buy and where they buy them. Along with this, retailers now expect good shopper understanding as a standard from all their suppliers in order to deliver effective shopper tactics.

Key learning outcomes

- Ensure the shopper is at the heart of your brand/category/ retail/commercial decision-making
- Create shopper strategies based on shopper wants and needs leading to effective and efficient tactics
- Understand shopper needs, behaviour and trends and their influence on commercial decisions
- Exploit different shopper research methodologies and benefits
- Harness shopper influences and the shopper 'journey' to drive better conversion to purchase
- Deliver processes to keep up to speed with shopper trends and continually develop shopper engagement

Who is it for?

This workshop has been designed for everyone who needs to understand shopper needs, behaviours, and trends to create compelling shopper engagement strategies and solutions.

Course programme and dates

Available at www.igd.com/shopperengagement

2 day course

Pricing

Member Company: £800+VAT

Non-Member: £1,200+VAT

“I finally understand why focusing on shoppers is such an untapped opportunity. Carmel is very knowledgeable and the exercises really brought the course to life.”

Category Manager, Packaging Manufacturer

Your place or ours? Find out about an in-house course on page 7

TURNING DATA INTO INSIGHT

With so much data available it can be hard to distil the reams of information available into meaningful, actionable insights. This interactive one day workshop takes you through the end-to-end process from identifying the information you need, through to delivering actionable insights. It's a great way to build your confidence to deliver insight-led recommendations.

Key learning outcomes

- Translate information into robust actionable insight
- Build confidence in developing insight-led recommendations
- Develop the right business questions to ask of the information
- Make your reports efficient and address business and audience needs

Who is it for?

This workshop is aimed at insight, analyst and category managers looking to improve their management of information and how they practice insight generation.

Course programme and dates

Available at www.igd.com/datatoinsight

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“It provided a framework which will help me to cope with the volume of information I receive day to day and then translate into insight.”

Category Development Manager, Poultry Supplier

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GENERATING ACTIONABLE INSIGHTS

Far too many businesses are reporting on data. This interactive, two day workshop will provide delegates with the skills, process and tools to enable them to distil the reams of information available into meaningful, actionable insights that can help deliver compelling business opportunities.

This two day workshop is interactive involving regular break-out sessions that will take the delegates through the process of managing the data and information through to delivering recommendations based on robust insight.

Key learning outcomes

- Create and present compelling insight driven business proposals
- Deliver effective communication of insight to internal and external customers
- Translate information into robust actionable insight
- Identify the most appropriate data sources to address different business issues
- Generate strategic and tactical plans by applying the learning from this workshop
- Make your reports efficient and address business and audience needs

Who is it for?

This workshop has been designed for those who need to create and deliver compelling insights that drive business decisions and solutions.

Course programme and dates

Available at www.igd.com/actionableinsights

2 day course

Pricing

Member Company: £800+VAT

Non-Member: £1,200+VAT

“This course has given me the structure and processes to deliver real insights to the business.”

Category Development Manager, Poultry Supplier

Your place or ours? Find out about an in-house course on page 7



**“Thoroughly enjoyed the course,
an excellent balance of activity and
engaging content”**

Commercial Manager, Fresh Produce Supplier

COMMERCIAL AND ACCOUNT MANAGEMENT WORKSHOPS

SUCCESSFUL ACCOUNT MANAGEMENT

This workshop provides the tools, processes, skills and structures to effectively manage customer relationships. Using a case study, delegates will learn how to use data to identify growth opportunities, build customer business plans and create compelling commercial propositions to sell in to customers.

The workshop is interactive involving break-out sessions and role plays to enable the new skills to be practised.

Key learning outcomes

- Know how to use customer and market data to identify category and brand growth opportunities
- Be able to build business plans that will drive growth for you and your customers
- Prepare effectively to get the most from each meeting you have with your customers
- Be able to develop more compelling and effective commercial proposals
- Have the agility and ability to make quick but effective decisions, especially when it comes to seizing new opportunities
- Ensure your agreements are implemented by your customers

Who is it for?

This workshop is aimed at account managers new to the role or who have had no formal training, as well as other functions who have customer facing responsibility.

Course programme and dates

Available at www.igd.com/accountmanagement

2 day course

Pricing

Member Company: £800+VAT

Non-Member: £1,200+VAT

“A solid grounding for National Account Managers and a great two days with good pace and lots of activity.”

Sales & Marketing Executive, Bakery Manufacturer

Your place or ours? Find out about an in-house course on page 7

ACCOUNT MANAGER TO BUSINESS MANAGER

This high energy and highly interactive workshop will give you the insight into those skills which will enable you to make the transition from account manager to business manager. As a delegate you will be empowered throughout the workshop to make key commercial decisions and also to understand the implications of those decisions to your P&L.

Key learning outcomes

- Be able to develop more compelling, fact-based commercial proposals and understand the effect they have on the supply chain and the profit and loss account
- Have a clear understanding of the level and depth to which your personal planning and preparation is required in order to conduct more effective business meetings
- Develop improved data handling and analysis skills to identify commercial opportunities that drive sales based activities
- Be able to use sharper overall commercial and negotiation skills, understanding and using key variables to reach a positive result
- Understand different retailer strategies and build compelling proposals which have a great chance of acceptance
- Have improved capability to work as a team, organise resources and priorities

Who is it for?

This workshop is designed for account managers who have been working in their current role for 3+ years and are looking to take on more responsibility or broaden their existing account management skills. It's also suitable for those people who have previously attended our Successful Account Management workshop overleaf.

Course programme and dates

Available at www.igd.com/businessmanager

2 day course

Pricing

Member Company: £850+VAT

Non-Member: £1,250+VAT

Developed in association with [Do>Learn>Do](#)

“I found the course challenging and the simulation game helped me to get the buyer’s perspective.”

Business Account Manager, World Foods Supplier

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SUCCESSFUL JOINT BUSINESS PLANNING

This is a thought provoking one day workshop, which will reinforce the discipline and in depth planning required to develop compelling joint business plans.

Key learning outcomes

- Identify the key planning stages involved in developing comprehensive joint business plans
- Determine the hallmarks of a good joint business plan
- Be more aware of the benefits and pitfalls when gaining retailer commitment for your proposal – from your customer's perspective
- Make more informed decisions about where you should agree and implement a joint business plan
- Understand the tangible and softer benefits of joint business planning
- Be able to prioritise your shopper, category and customer strategies and initiatives
- Take steps to ensure internal alignment and manage expectations around the business
- Drive real benefits for your customer, your company and the shopper through implementing and delivering against a well prepared joint business plan

Who is it for?

This workshop has been developed for all those who have the responsibility for compiling joint business plans with customers - whether it's an established process within your business, in which case it'll help take another look at what you do and how to make it more meaningful. It's also aimed at those companies who are about to, or are thinking about developing joint business plans with key customers.

Course programme and dates

Available at www.igd.com/businessplanning

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“This workshop helped me see things from both retailer and supplier sides. It also provided me with templates to use when building a JBP.”

National Account Manager, Health and Beauty Supplier

Your place or ours? Find out about an in-house course on page 7



“A well-structured, thought provoking and highly relevant course. Thank you”

Convenience Format Manager,
Confectionary Supplier

RETAIL AND CHANNEL STRATEGY WORKSHOPS

BUILDING YOUR CONVENIENCE STRATEGY

This course is designed to give you the understanding you need to be able to trade successfully in the convenience channel, one of the biggest growth channels in UK grocery. This is a practical and interactive workshop which will not only improve your knowledge, but also pose questions to help focus your business's strategy.

Key learning outcomes

- Have a better understanding on the scope and scale of the UK convenience market to help understand where growth will come from in the future
- Build better relationships by being able to critically assess the channel through the eyes of retailers and shoppers
- Know the strengths, weaknesses and opportunities associated with the key market segments
- Develop a perspective on what actions you need to take to win in the channel
- Critically assess your business's processes and structures so that you can make sound recommendations about next steps and where to prioritise efforts

Who is it for?

This workshop is for those who are new to the channel, or for those returning after a period away to help you focus on building your convenience strategy.

Course programme and dates

Available at www.igd.com/conveniencestrategy

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“This was a very useful day which gave valuable context to customer presentations and armed me with real credible insight. There was a good balance of direct teaching and group breakout work and I also made some great external contacts.”

Customer Marketing Manager, Confectionary Manufacturer

Your place or ours? Find out about an in-house course on page 7

BUILDING YOUR MULTICHANNEL STRATEGY

A one day workshop designed to take you out of the day-to-day and explore in detail the world of multichannel retailing.

This workshop isn't just about theory and numbers – just like multichannel retailing itself, it's about people, processes and culture – therefore to get the most out of the day you'll need to come prepared to engage and participate.

Key learning outcomes

- Leave with a personal action plan to ensure you do some things differently when you get back to the office
- Return to your business with a detailed appreciation of how the grocery market is set to look by 2019 and the implications of these developments
- Understand the role and development of each of the 'hot' growth channels so you can assess your company's approach towards each
- Learn more about the major players' multichannel strategies and how you can align your approach
- Take inspiration from case studies and examples and from sharing experiences with other delegates
- Critically assess your business's processes and structures so that you can make sound recommendations about next steps and where to prioritise efforts

Who is it for?

Success in multichannel will in part be defined by a business's ability to work as a team across all functions, and as such this workshop will have far reaching appeal. In particular however, those from the following functions are likely to get the most from this workshop: commercial and account teams, category and brand teams, insight and analytics teams.

Course programme and dates

Available at www.igd.com/multichannelstrategy

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“The day delivered against all my expectations and I left feeling confident that I will be able translate the knowledge back to my business to develop and deliver a successful multichannel strategy for the year ahead.”

Shopper Marketing Manager, World Foods Supplier

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GETTING STARTED IN THE ONLINE CHANNEL

The online grocery market in the UK is set to more than double over the next five years, growing to be worth almost £17 billion. That's one big opportunity. This interactive workshop is designed for people new to online and who need to get up to speed with shopper behaviour and key account strategies in a short space of time.

Key learning outcomes

- Gain a clear understanding of the online channel growth forecasts and key drivers in the context of the total grocery market to enable you to devise a successful business plan
- Know how to leverage the key drivers and motivations for grocery online shopping which you can feed back into your account plans
- Have an understanding of key account dotcom strategies and how you can align to your approach
- Understand the differentiated needs of retailer contacts in an online environment to enhance your trading relationships
- Be able to assess and evaluate activities and tactics on retailer websites through a case study to understand trade spend effectiveness online

Who is it for?

The workshop is a must for anyone whose role includes an element of online responsibility. It is best suited to those starting out in the channel.

Course programme and dates

Available at www.igd.com/gettingstartedonline

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“A great workshop which has been enjoyable and interesting!”

e-Business Development Executive, Chilled Food Supplier

Your place or ours? Find out about an in-house course on page 7



“Very impressed with the calibre of the tutor and attendees, the quality of the course, presentation and food. It was worth every penny!”

Category Manager,
Beverage Manufacturer

SUPPLY CHAIN WORKSHOP

Includes exclusive presentation and Q&A session with retailer guest speaker

DEVELOPING A CUSTOMER FOCUSED SUPPLY CHAIN

If you are working in a customer facing or supply chain role and would like the complete picture on what is top of mind for your customers, then this workshop is the solution for you. Understanding your customer's supply chain is vital to the success of any FMCG business and you will learn how they work, key initiatives that are adding value and most importantly how you can get started on your collaborative journey.

Key learning outcomes

- Get an update on the market context and how it shapes supply chains
- Build awareness of key customer supply chain strategies and expectations
- Evaluate developments taking place in the supply chain and the implications for suppliers
- Understand the part that engagement plays in the supply chain and how to use it to drive competitive advantage
- Implement learnings to develop strategic and tactical plans that meet your customers' needs

Who is it for?

Those working in a customer facing or supply chain role wanting to understand how you can shape your supply chain to meet your retail customers' needs and grow engagement as well as your overall business relationship.

Course programme and dates

Available at www.igd.com/customerfocusedsupplychain

1 day course

Pricing

Member Company: £500+VAT

Non-Member: £750+VAT

“The tutor was very knowledgeable and everything was relevant.”

Customer Supply Manager, Confectionery Manufacturer

Your place or ours? Find out about an in-house course on page 7

ALSO FROM IGD....

LEADING EDGE

With participants drawn from all levels and functions across the food and grocery industry, Leading Edge is a lively, interactive forum for people keen to develop themselves and fulfil their potential. It enables individuals to take greater control of their career development through access to relevant tools, knowledge and skills, and interaction with like-minded people.

Many senior managers and HR professionals are embedding Leading Edge as part of the development portfolio they offer to their teams.

And what's more, it's all free!

To find out more about our forthcoming programme of events visit igd.com/leadingedge or contact leadingedge@igd.com

Masterclasses

To help you succeed in your role and career, we offer a rolling calendar of 'soft skills' masterclasses covering topics such as time management, project management, team motivation and leadership, effective influencing and communication and presentation skills.

Industry insight

To help you keep up to date with the latest hot topics and industry trends such as the economy, retail outlook, sustainability and shopper trends, we deliver learning and insight via webinars, events, conferences and online resources.

Networking

Through our live events and social media channels, we can help you build, maintain and maximise your network of industry contacts during your career. Our events and conferences are highly participative and interactive and our expert trainers design the sessions to maximise learning, idea sharing and networking.

Leading
EDGE



IGD Academy

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