

Shopper Marketing Master-Class

Join Shopper Marketing Master Class on 13th November in Riga in line with ECR Baltic Forum program from 11. November with Company visits and ECR Baltic Forum on 12th of November, [learn more!](#)

Registered participants from Coca Cola, Rimi Baltic, JYSK, Tetra Pak, Danone, Nutricia, Sorbum Group and Others

Registered participants positions include: CEOs, trade and shopper marketing, category management, store concept development, buying and merchandising, promotion, assortment & buying intelligence, private label director, private label sales & merchandising, Baltic marketing manager, Baltic fragmented trade marketing manager, Baltic key accounts marketing manager, Baltic commercial insights manager, brand manager, consumer and insights marketing manager.

Testimonials about the masterclass in Baltics from: Prisma, Viru Keskus, Rimi Estonia, Wrigley, Kraft Foods / Mondelez Lietuva, Sorbum Group.



About Ken Hughes:

He is leading Europe's Consumer, Shopper Behaviouralist, Playologist & Keynote Speaker

[Learn more...](#)



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Agenda

Date: Wed 13.11.2015, Radisson Blu Latvia, Elizabetes 55, Riga

in English

This session is suitable for those working in Shopper Marketing, Category Management, Trade Marketing, Key Accounts, Consumer Marketing, Operations and Finance may also benefit from an understanding of the subject.

9:00 Registration and Welcome Coffee

9:30 Shopper and trade marketing in Baltics, sponsor presentation

10:00 What is Shopper Marketing? History of grocery, retail evolution, differences from CM practice, Shopper v Consumer Marketing

10:30 The forces shaping global retail today – a changing retail landscape

11:00 The habitual shopper. An introduction to auto-routine and operational retailing and the opportunities that exist in shifting to an Emotive focus

11:30 -11:45 Break for Refreshments and Casual Discussion

11:45 The 5 senses of retailing: Illustrating how using each of the 5 senses the shopper can be engaged and encouraged to impulse buy. A blend of case study work is used from across the globe to illustrate in-store success.

13:00-14:00 Lunch

14:00 An introduction to Behavioural Economics and how understanding the science of decision making can be used in retail to influence sales. Ultimately Shopper Marketing is a behavioural science and so this consumer psychology element is essential to understand

15:00 Shopper Insight Research Approaches: How the fields of experimentation, ethnography (observation) and biometrics (neuro-marketing) are becoming the key growth areas for shopper insight. Case studies and approaches

15:30 The impact of Big Data & Predictive Analysis on shopper marketing

15:45 The way forward? Key structures and barriers to effective Shopper Marketing

16:00-16:30 Audience Q&A (including Client panel discussion if appropriate, closure).

About the master-class?

The Power of the Shopper

Today there is no doubt that the shopper holds the power, not the brand or the retailer. Loyalty continues to dissolve. For every opportunity omnichannel presents, it also presents significant challenges. The fate of your brand or your store now lies in the shoppers hands, more than it has ever before.

The Evolution of Shopper Marketing

Shopper Marketing is a behavioural science, one that borrows from consumer psychology, behavioural economics, neuro-marketing as well as from social and cultural anthropology. It focuses on understanding shopping and consumption behaviours, leveraging insight to effect change and ultimately build brand equity and profit. Previous retail management theories in consumer goods have had limited success for all parties.

Shopper Centricity

Shopper Marketing aims to change shopper behaviours, is focused on triggering incremental sales and does so to the benefit of both manufacturer and retailer. It is also a genuinely shopper centric model. For years organisations have been claiming to be shopper centric but the evidence shows otherwise.

Shopper Marketing is now one of the biggest growth areas globally as the focus shifts to the shopper. Organisations that fail to equip themselves for this change will find themselves quickly irrelevant in the new retail landscape.

[Download full brochure!](#)

Testimonials:

"Ken Hughes led a Shopper Masterclass for 40 Unilever consumer, customer & shopper marketing managers in Europe for me. The Masterclass was highly inspirational but at the same time practical enough for managers to bring back to their daily jobs. Feedback was very positive and people spontaneously came to me to thank me for the master class saying they had not experienced such an inspirational and engaging workshop for a long time. If you want to have an inspiring and leading edge thinker on shopper marketing, Ken Hughes is your man, but be prepared to leave his workshop thinking different about shopper marketing than ever before!"

GUIDO HAGENAARS GLOBAL SHOPPER & MARKETING DIRECTOR, UNILEVER

"Our Shopper workshop can be summed up quite simply as challenging! Challenging in terms of how we approach our business, how we face our customers, how we communicate to our shoppers and our end proposition to consumers. Following the session my whole team came out not only with a clear definition of what best practice Shopper marketing is, but highly engaged in how we will make it an inherent part of how we work in the future. A highly recommended session"

ROBERT DRYMARKETING DIRECTOR, COCA-COLA POLAND

[Learn more...](#)

VIDEO samples:

[The Digital Native Advance](#) | [We're All a Little Bit Crazy](#) | [Positive Disruption](#) | [Time Bending @ TEDx](#)



Early Bird Fees before 12th of October:

ECR Baltic members EUR 125 + 21% VAT Others: EUR 175 + 21% VAT

After: ECR Baltic members EUR 175 +21% VAT Others EUR 250 +21% VAT

Volume discounts: for every four (4) pay participant the fifth (5.) goes for free

Save EUR 50 on 2 days pass for [ECR Baltic Forum](#) and Shopper Marketing Master-Class

Read [Terms and Conditions](#)

[Book hotel](#) as low as for EUR 50 and EUR 85 at the event hotel with breakfast.



Early Bird Registration Form to ECR Baltic Forum Events 2015



PLEASE SEND THIS FORM FILLED and SIGNED TO INFO@ECR-BALTIC.ORG or FAX +371 67332276 before 05th of November 2015

Event selection (X) and delegate information: Name, position, e-mail:	11 th November ECR Baltic Retail – Manufacturer tour EUR 100*/ 125	12 th November ECR Baltic Forum and Marketplace EUR 175*/250	13 th November Shopper Marketing Master-Class EUR 175*/ 250	Copy of Key Note Speaker Mark Taylor “50 shades of shopping book” EUR 12.00
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**ECR Baltic Company member's price / Regular Fee excluding 21% Latvian VAT
If marked all 3 days event EUR 400* / 575 + 21% Latvian VAT*

Are you ECR Baltic member (X)? Yes! () No! ()

<p>Payment details: Company Name: Registration number: VAT number: Address: Other (Your PO Number):</p> <p>Main contact details: Name: Phone number: E-mail: Your comments:</p>	
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Date: ____ / ____ / 2015

Authorized signature: _____