**FMCG Strategy, Category Management and Negotiation masterclass with Mark Taylor in English**

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| 10:00 – 10:30 | Registration and welcome coffee |
| 10:30 – 10:50 | Opening and Introduction  |
|  | Sponsor presentation tbc. |
| 10:50 – 12:20 | **FMCG Strategy, Category Management and Negotiation masterclass** * What is the modern retail revolution?
* How can traditional category management kill your business and what can you change to make it work for you?
* How Warren Buffet lost over half a billion dollars by ignoring the first rule of business. A rule you could be ignoring too.
* What is retail shopper management, and no, it`s not what you read in the press?
* Why your children will put you out of business and how to beat the odds against us surviving.
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| 12:20 – 13:20 | Lunch break |
| 13:20 – 15:00 | **Continued…** * Have you really got a retail or FMCG brand to manage? How to evaluate, develop or abandon a brand?
* Do you really want to win in your market? How to develop a differentiated strategy and give yourself an unfair competitive advantage.
* How to re-invent KPI`s to accelerate your success.
* Finally, we will unveil the most simple model that can successfully drive your business for the next 20 years and deliver the success you never dreamed of.
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| 15:00 – 15:20 | **Closure**  |
| 15:30 – 17:00 | An extra event: ECR Baltic members [Shoppers Committee](http://ecr-baltic.org/en/working-groups/shopper-category-management-committee/about-shopper-committee/) meeting and discussion on demand side projects / Others: time to visit the fair. |
| Mark Taylor | About facilitator: **Mark Taylor (Author and CEO)** has spent the last two decades of his life supporting organisations in the creation of successful and sustainable strategies. He has achieved this by developing their teams to meet the challenges of ever increasing global competition. Working with multibillion dollar clients, from Asia to the US and from Russia to the Middle East, his honest and incisive style creates challenging but rewarding environments in which to learn.[Learn more,…](http://ecr-baltic.org/en/ecr-baltic-forum/ecr-baltic-forum-2015/promo-books/) |

*The program is subject to changes, limited seats available!*

Early bird registration before 20th of October: ECR members one free pass, the next participant EUR 119.00 | Others EUR 149.00 excl. VAT. Registration includes: participation in masterclass, group exercise, entry pass to the fair, coffee and lunch breaks.

REGISTER: <http://www.ecr-baltic.org/en/register-here/> or by email info@ecr-baltic.org ,
see offline registration form, next page 🡪

More information: ECR Baltic, Edgars Pentjušs +371 26546645 | edgars@ecr-baltic.org

**Registration Form**  *Please sign and send back to* *mailto:info@ecr-baltic.org**| Fax : +37167332276*This registration form is individual and should be filled separately for every participant.

**Participant Details:**

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| Name Surname: |  | Company name and invoice details, PO number |  |
| Title and Department? |  |
| Email |  |
| Cell phone |  |

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| Price per participant (excluding VAT) | **SELECT:** | Date: | Final registration: | Special Offer Īpašais piedāvājums: |
| FMCG Strategy, Category Management and Negotiation masterclass with Mark Taylor in English | ECR Baltic member | **0 €** | [ ]  | **10.11.2016** | **03.11.2016**Early bird till 20.10.2016after+ EUR 48 per participant | For every 4 pay participant+ 1 Free |
|  | 2nd ECR Baltic member. | **119.00 €** |[ ]   |  |  |
|  | Others (Citi): | **149.00 €** |[ ]   |  |  |

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| Please note that number of seats is limited!**Additional Information:** 1. You can pre book your participation by phone +37126546645 or email info@ecr-baltic.org , but in order to fully register, **a signed copy of the registration form should be emailed** to ECR Baltic within registration deadlines.
2. Registered participants may be replaced by other company’s employees at any time with a prior notification of ECR Baltic.
3. Registered participants may cancel their registrations the latest by 3 days prior the event. After this date the participants’ company will be invoiced even if the participants will not attend the seminar.

**Terms of payment:** includes participation in masterclass, group exercise, entry pass to the fair, coffee and lunch breaks. The prices don’t include travel, parking, hotel expenses related to the seminar. |

**Participants Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**