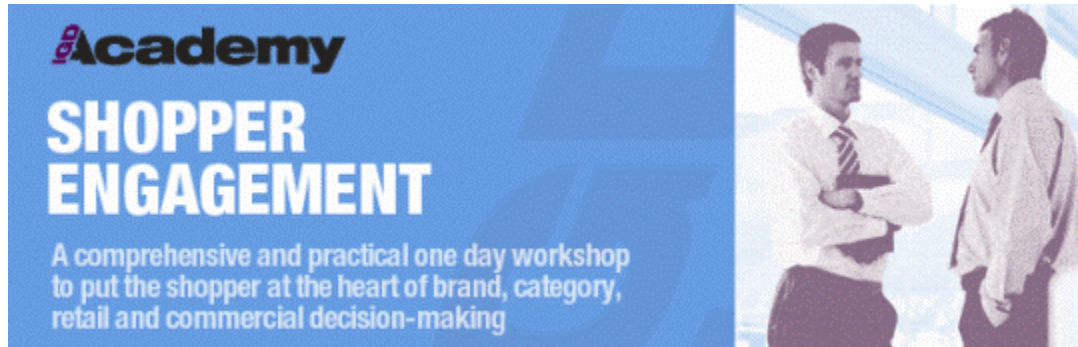


07 March 2012

Shopper engagement (by IGD UK)



Place: [Tallink Hotel Rīga](#), Elizabetes street 24, LV-1050, Riga, Latvia
Price: ECR Baltic members: Euro 400 | non members: Euro 600 + 22% VAT
for limited number of participants

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<mailto:edgars@ecr-baltic.org>

Do you have a good understanding of your consumers, but feel challenged when it comes to shopper insights? You're not alone. Retailers demand good shopper understanding as a standard from all their suppliers. In order to deliver effective shopper tactics you need to understand what motivates them, what are their needs and behaviours, and how they change by product category, store type, shopper mission, and other factors.

The joint ECR Baltic and IGD Academy's **shopper engagement** workshop shares market-leading research to help you understand the shopper journey from first contemplating a purchase, through to making a decision at the fixture. The economic downturn has been a catalyst to significant changes in shopper behaviour, and IGD has been at the forefront of capturing insight into these changes. Some shoppers are planning more before entering the store, and their needs change in terms of assortment, merchandising, price and promotions.

You will work interactively to develop techniques to improve shopper understanding and engagement. The workshop will also look to the future, including the effect of online shopping and technological advancements, retail ready packaging, and other innovative shopper-oriented developments.

Key learning outcomes

- Ensure the shopper is at the heart of brand/category/retail/commercial decision-making
- Understand shopper needs, behaviour and trends, and the influence on commercial decisions
- Exploit different shopper research methodologies and benefits
- Harness the understanding of the shopper influences and shopper 'journey' to drive better shopper engagement
- Deliver processes to keep up to speed with shopper trends and continually develop shopper engagement in the future

Who will benefit from attending?

This workshop has been designed for everyone who needs to understand shopper needs, behaviour, and trends – from retailers and suppliers to data companies and agencies.

Recent attendees include:

- Account Manager
- Agency Client Manager
- Buyer
- Category Analyst
- Category Development Manager
- Category Management Manager
- Category Marketing Manager
- Data Analyst
- Insight Manager
- Marketing Manager
- Merchandising Manager
- Retail Manager
- Sales Manager
- Shopper Engagement Consultant
- Shopper Insights Manager
- Shopper Marketing Manager

Delivery and venue details:



We know that people learn in different ways: by sight, sound and touch. This workshop is highly visual, interactive and practical. Group exercises and discussions are used throughout and we ensure that attendees 'learn by doing' so that you can apply your new knowledge and skills back in your business. Case studies and best practice examples are used throughout.

- * Participants will receive a copy of the key training materials.
- * Participants to receive graduate certificates from ECR Baltic - IGD Academy. Please refer to [Introduction to Supply Chain](#) and [Investment and Promotion Effectiveness](#) Workshop participant's feedbacks and picture galleries from July - September 2011.

Course program

The workshop starts at 9.00 AM and finishes at 17.00 PM

WHO IS THE SHOPPER?

- The differences between shoppers and consumers
- The hierarchy of shopper needs
- The many different types of shopper missions

SHOPPER PSYCHOLOGY AND BEHAVIOUR

- How shoppers plan for their shopping trips
- How they shop in the in-store environment
- The shopper decision process

SHOPPER TRENDS

- Changes over time in shopper behaviour
- The growth in shopper power and the impact on retailers
- The growth in on-line grocery shopping
- Developments in technology and their effects on the shopping environment

SHOPPER RESEARCH AND INSIGHT

- Market influences on the shopper
- Different types of research, with relevant examples
- Developing a research brief

INFLUENCING SHOPPER AND CONSUMER BEHAVIOUR

- The category growth levers
- How products are chosen in the in-store environment
- Product assortment and availability
- Impactful merchandising and display

About facilitator:



Carmel O'Brien, Senior Business Analyst – Category Management

Carmel joined IGD in 2008 as a Senior Business Analyst in the Category Management research division. She is now part of the Business and People Development team and tutors IGD's series of category and commercial workshops to delegates from across Europe. She has recently been responsible for the development and delivery of a bespoke training programme for a European retailer in the areas of supplier management, range & merchandising, price & promotions & building category plans. She has written and facilitated workshops with global FMCG companies in Australia, Estonia, Finland, Poland and United Arab Emirates.

Prior to joining IGD, Carmel gained 13 years in-depth experience in Channel Marketing, Category Marketing, Account Management and Customer Service Management. She has managed a channel and category marketing team responsible for developing customer category strategies through to implementation in-store. During her industry experience, Carmel has project managed category strategy teams, including the development of long term business category strategy in conjunction with brand teams and creation of channel standards guidelines for price, promotions, range, merchandising and in-store activity for all retail channels.

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GET REFUND FROM PARTICIPATION IN OUR TRAININGS & WORKSHOPS!

Thanks to our cooperation with LPUF (Latvian Food Industry Federation), if your company (or its subsidiary) is registered in Latvia and you are categorized as manufacturer (food/non food except tobacco), logistic, transport, IT company or non for profit you got a chance to be refunded 54% to 74% from your EUR 600.00 participation fee per delegate.

To be refunded, special conditions apply:

- Minimum 10 participants have applied for refund for each of our trainings;
- Register before 21st of January (Special application form submitted)
- Wholesalers and Retailers can not apply for the refund

For more information, please contact Edgars Pentjuss, ECR Baltic
+371 26546645 <mailto:edgars@ecr-baltic.org>