



**New session date:  
8 March 2012**

# **Consumer & Shopper Journey Framework**

**Proposal for a “Train the Trainer” session  
for ECR NI Project Managers and Demand  
Committee members**



# Training and development on the Consumer & Shopper Journey Framework

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- In 2010/2011 ECR Europe has launched the Consumer & Shopper journey insight model and framework **to bring the consumer and the shopper more in the centre of the joint value creating process** between retailers and manufacturers
- A Blue Book was published in April 2011, and several pilots are in progress.
- In order to build European business capability to work this innovative model, ECR Europe proposes a **one day course developed and delivered by TPG** for local ECR project managers, who will be responsible for building the capability in the local market



# “Train the Trainer” – Module Content

## **PROGRAMME :**

- **1. Understanding and Using the C&SJ Framework**
  - A. Why a Shopper-based Business Planning Approach makes sense in today’s business environment
  - B. Overview of the Consumer & Shopper Journey Framework and its Key Components
  - C. A Roadmap for Successful Implementation and Use of the Framework
  - D. Examples of the use of the C&SJ Framework in Shopper Marketing, Brand Management and Category Management and Trade / Customer Marketing business methods
  
- **2. Training on the pilot process with a retailer & manufacturer**
  
- **3. “Share and re-apply” group membership to continuously build the knowledge across Europe**



# “Train the trainer” – Proposal

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## ➤ **Session language**

- English

## ➤ **Session Price**

- Invoiced at cost price by ECR Europe
- Based on number of participants (minimum 15 participants)
- Maximum price: € 795 (15 participants)
- Minimum price : € 495 (25 participants)
- *No course if less than 15 participants in one session*
- See detailed price list in appendix

## ➤ **Session Location**

- Brussels Airport Regus Skyport

## ➤ **Time**

- 10:00 to 16:00 hrs

## ➤ **Training session date**

- 8 March
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# Order Form

**Registration before  
24 February 2012**

➤ I register ..... person(s) to the Consumer and Shopper Journey Framework training session

➤ Contact details of the participant(s):

Participant Name	Organisation	e-mail address
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

➤ Registered by (Name).....



# Appendix – Price List / Cost details

## ➤ Price list

▪ If 15 participants : € 795 per person	▪ 21 “ € 585 “
▪ 16 “ € 750 “	▪ 22 “ € 560 “
▪ 17 “ € 705 “	▪ 23 “ € 535 “
▪ 18 “ € 670 “	▪ 24 “ € 515 “
▪ 19 “ € 630 “	▪ 25 “ € 495 “
▪ 20 “ € 600 “	

## ➤ Price breakdown

### Consultant fees

- 2 TPG Consultants € 10,000
- Chris Leach / Peter Lloyd

### Consultant expenses

- Transport + hotel € 1,200

### Meeting venue / catering

- Meeting room € 492 (for 15 to 20 persons)
- or € 708 (for 20+ persons)
- Lunch + coffee € 17.50 per person