



**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

- 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

- **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



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