



ECR Community Webinar Series

# The future of on-line Category Management

A series of three webinars on the significant changes that make category management for the online channel radically different to what we know today.

## Webinar 1: Tomorrow's Category Management Today: How do Brands Achieve their Goals in a World Without Planograms and Shelves?



In an increasingly online and Omni Channel world, brands and retailers need to rethink their approach to category management. With online retailing, there is no planned and stacked shelf to draw in shoppers. Success is less about the shelf space a brand consumes, but the strength of its content, how it performs for online store search and how it engages consumers across multiple channels. The aim of this first webinar is to bring participants up to speed on the latest changes in this vital area.



Declan Carolan, is Co-chair of ECR Community and General Manager of ECR Ireland. ECR Community is a group of 20 ECR National Initiatives with a combined membership of over 1800 retailers, manufacturers and service providers predominantly in the FMCG grocery sector. ECR is a flagship for collaboration and for advancing new ways for trading partners to work together with particular focus on collaborative demand & supply side activities.



Daniel Corsten, Professor at IE Business School, has worked with the ECR Community since its inception and is an expert on collaborative relationships between brands and retailer. His recent research focuses on online category management. He will discuss important trends that are radically changing how brands and retailers need to work together to win mind and market share in the digital economy.



Danny Silverman leads product and corporate marketing at Clavis Insight. He is an established industry thought leader with over 14 years of experience helping CPG/FMCG brands grow online presence and sales. In this session he will give some fundamentals of why traditional category management methods are flawed when applied to eCommerce. Clavis offers a solution, pioneering the 6Ps eCommerce Intelligence framework, which analyses digital shelf data, identifying key insights and prioritising actions that lead to growth.



## Webinar 2: Availability in the Online Channel: The Influence of Online out of Stocks on Consumer Behaviour and Sales.

One constant between physical stores and the online channel is the critical importance of stock availability. With many online stores carrying less inventory than their traditional brick-and-mortar counterparts what can brands do to ensure their products are always in stock in the right online stores?



## Webinar 3: Content, Considerate and Online Consumers

In the absence of physical product, high quality Content is essential to drive consideration and conversation in the digital channel. From punchy, pertinent product descriptions to images that work mobile devices, what are the key first-steps brands and retailers need to consider if they are to engage the fast-growing crowd of online consumers?