

ECR Baltic featured facilitators, trainings and workshops catalogue



Short list:

Demand side (Ken Hughes, Constant Berkhout, Brent McKenzie, Kevin Hawkins, Jukka Jokiranta, Kaija Kurme-Jansone)


Supply Chain and Enabling technologies (ECR, EPAL, GS1)

IGD UK (full scope trainings for Retail and FMCG)

NEW eLearning: Category Management Knowledge Group
(Category Management Association accredited learning programs)

Retailer Manufacturer business simulation games: Mar-Pro, CatMania, WinMania

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Speaker / Facilitator:	Topics (Demand side):	Format:
 <p>Ken Hughes</p> <p>Consumer & Shopper Behaviouralist, Playologist, Thought Leader, Keynote Speaker.</p> <p>**** All time best rated speaker at ECR Baltic conferences and workshops</p> <p>Ken's LinkedIn profile Ken on YouTube: Shopper Irrationality TEDx</p> <p>Download Speakers Brochure with topic guide!</p> <p>Ken's profile and topic overview on speakersconnect.com</p>	<ul style="list-style-type: none"> • The Digital Native Advance: A New DNA for Shoppers • Experiential Retail: The Need for Positive Disruption • We're All A Bit Crazy: Harnessing Shopper Irrationality (Shopper Psychology). View teaser video. • Shopper Marketing & Shopper Centricity • Neuro marketing and biometric shopper measurement. 	<ul style="list-style-type: none"> • Languages: English • For public and in-house class room trainings, master-classes, full day. • Key note at Conferences

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Constant Berkhout, Retail Marketing & Shopper Insights Consultant, owner & founder of Rijnbrug Advies

***** Top rated speaker at ECR Baltic Forum 2014 on shopper irrationality.*

Constant's [LinkedIn profile](#)

- Irrational Shopper Behaviour (and Shopper Marketing adjusted to food or non food retail/ manufacturer needs)

- Languages: English or Dutch
- In-house or public 4h workshop
- Agenda:

Deliverables:

- Increased insight into the manner in which shoppers make choices and obtain preference for brands
- Get acquainted with the emotional and automatic pitfalls in the shopper decision process
- Apply insight into the irrational shopper on challenges in the retail context you are facing now
- Better understanding of shopper behaviour
- Better questions for your shopper research

Presentation irrational behaviour

Tools

Application of tools

Retail examples

Workshop shopper journey

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Brent McKenzie, MBA, PhD

Associate Professor, Marketing Strategy and Retail Trade Department of Marketing and Consumer Studies College of Business and Economics University of Guelph Guelph, CANADA

<https://www.uoguelph.ca/mcs/users/brent-mckenzie>

Download [CV](#)

Research Interests:

- Marketing Practices in Transition Economies/the Baltic States – Estonia/Latvia/Lithuania
- Retail Service Quality and Retail Management
- Cross-Cultural Research Issues
- Marketing Metrics
- Marketing and Retail Trade History

- Category Management
- in English
- Webinar, Class Room

[Webinar sample](#) with SSERussia: Shopper Marketing what we know and what we don't know?

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Kevin Hawkins has more than 35 years professional experience in leading the development and deployment of Sales Capability programs for more than 10,000 employees of Procter & Gamble and its business partners in Central and Eastern Europe, Middle East and Africa (CEEMEA). He has a background in the Sales function and is highly qualified to train Selling and Negotiation skills. Kevin also has wide experience of and is an authoritative and dynamic speaker on a range of Commercial skills. These include Leadership, Teamwork, Coaching, Motivation, Execution and Formal Presentation skills.

Kevin's [LinkedIn profile](#)

[Collaborative Relationship maste-Class](#) held in Jurmala 2014 by ECR Baltic.

- in English
- Corporate and public workshops

- **Selling with Target in Mind.**
Purpose: How to become an expert in selling and reaching your targets
Target Audience: Sales teams and those who have internal/external clients
Duration: 3-4 days
Class: Up to 30
- **Effective Negotiation Skills.**
Purpose: How to use different negotiation tactics and gain win-win results
Target Audience: For people having internal and external communication with clients
Duration: 1 Day
Class: 20-26
- **Customer Relationship Management**
Purpose: How to build sustainable business to business relationships
Target Audience: Customer Sales Teams (including non-Sales functional resources). For teams working with large complex customers
Duration: 1 Day
Class: 3 teams of up to 10
- **Execute with Excellence**
Purpose: How Teams can deliver their business priorities on time and on budget.
Target Audience: Business Teams.
Duration: 1 Day
Class: 20
- **Formal Presentation Skills**
Purpose: How to design and deliver impactful presentations
Target Audience: Those who make presentations to audiences. Ideal for those who make extended presentations (eg classroom training)
Duration: 1 Day
Class: 20

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Kaija Kurme-Jansone holds a master degree in International Economics and Business and has more than 12 years professional experience in companies like Microsoft and Procter & Gamble. Kaija's experience ranges from marketing and sales functions in Baltics to regional and global project management in e-commerce and category management areas. Kaija is a Social partner in Quality Advisory Board of University of Latvia, she has been Member of the Board in ECR Baltic, introducing Category Management to Baltic market and running several working groups within ECR organization.

Kaija's [LinkedIn profile](#)

List of trainings from [Experience Mind](#)

- **Shopper Psychology based Category Management**
 - Purpose: Get to know the customer and learn how to manage the categories to grow the sales
 - Target Audience: New category managers and other functions related (sales, marketing, merchandizing etc.)
 - Duration: 1 Day
 - Class: up to 18
- in English and Latvian
- Inhouse workshops

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Jukka Jokiranta, Focusit Finland

Jukka is a recognized cooperation process and Category Management expert in consumer goods industry and one of the first ECR Learning Programme Partners. Jukka has delivered several consulting projects in retailer-manufacturer cooperation and business development with multinational consumer goods companies in Finland, Russia and Baltics. Jukka has over 10 years experience in sales and business process development from different industry sectors. Jukka holds an MSc in Industrial Engineering and Management.

Jukka's [LinkedIn profile](#)

Jukka's [CM workshop at ECR Baltic](#)

- **Category Management Basics**
- in English
- In-house and public workshops
- Category advisor

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IGD (UK) provides leadership to the food and consumer goods industry to ensure it delivers what matters to the public. A research and training charity, IGD is the leading source of information and best practice on the consumer goods industry worldwide. We use our insight and expertise to equip people to face the challenges of this fast-changing world.

[IGD hosts ECR UK initiative](#)

IGD facilitated workshops at ECR Baltic:

- * [An introduction to Supply Chain](#)
- * [What do retailers want from your supply chain](#)
- * [Investment and Promotional Effectiveness](#) (**** the most appreciated workshop by ECR participants, marked as "must have" for local suppliers).
- * [Shopper engagement](#)
- * Series of Retail Ready Packaging workshops with Rimi Baltic;
- * Food and Packaging waste prevention workshop in Vilnius
- * The first Category Management trainings in Baltics.

***A*Academy**

- [Personal development](#)
 - [Understand shoppers, retailers and channels](#)
 - [Build category and commercial success](#)
 - [Develop supply chain capability](#)
 - NEW: A one day workshop designed to take you out of the day-to-day and explore in detail the world of [multichannel retailing](#).
- in English
 - In-house and public workshops
 - Free webinars
 - Conferences and Forums

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To be available soon at ECR Baltic!



North American [Category Management Association](#) accredited and certified online category management courses.

Following [CMKG](#) courses enables you to prepare for Category Management Association's Category Management Professional [certification in 3 levels](#) for Category Analyst, Category Manager and Strategic Advisor:



CERTIFIED PROFESSIONALS
Category Management Association

- in English
- Online trainings (Note: Online trainings can make savings up to 70% compared to classroom trainings)
- Free webinars
- Certification enabled

Foundational Courses:

- Category Management Foundations
- Retailer Strategy in Category Management
- Retailer Strategy in the Convenience Channel:
- Category Management Training Course
- Category Roles
- Category Strategies
- Category Management Data
- Completing a Category Assessment:
- Category Tactics and Analytics:
- Category Management on Limited Data:
- Develop and Implement the Category Plan:

Intermediate Courses:

- Category Management Effectiveness
- Build PowerPoint and Presentation Skills:
- Excel Skills in Category Management
- Consumer Panel Data, Building Data Competency:
- Scanned Sales POS Data, Building Data Competency:
- Category and Brand Health, Category Health Assessment:
- Efficient Assortment:
- Retail Pricing Strategies and Analytics
- Promotion Analysis Techniques:
- Advanced Category Management Analytics, Relativity:



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Category Management
KNOWLEDGE GROUP

- Fact-Based Selling / Presentations:
- Space Management:

Advanced Courses:

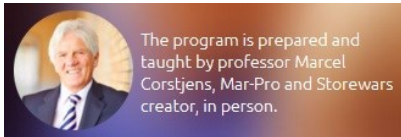
- Store Clustering
- Shopper Marketing and Insights Course
- Retailer Economics and the Product Supply Chain Retail math
- Strategic Supply Chain Management:
- Strategic Selling Collaborative Selling
- Joint Business Plans
- Baby Boomers: An Incredible Marketing Opportunity:
- In-Store Marketing Overview:
- 6 Steps to Create Effective In-Store Marketing Materials:

[Full list...](#)

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Available upon request!

Retailer - Supplier (Manufacturer) simulation game from creator of StoreWars.



More: <http://www.innovate-retail.com/>

On YouTube

in [English](#)

in [Russian](#)

[Feedbacks from Moscow seminar](#)

Presentation from [ECR Baltic Forum 2014](#)



The Mar-Pro seminar was created by Marcel Corstjens, creator of Storewars, and Professor of Marketing at the INSEAD Business School.

WHY PLAY? To get hands-on negotiations experience both from the retailer perspective and from the supplier perspective, within one seminar.

To analyze how each of your actions influences your company's bottom line, and also how it affects the bottom line of your negotiation partner. To gain insight into Pricing, Promotion, Trade marketing, Assortment, Shelf Space Allocation, Loyalty Systems.

Duration: 2,5 days

Numbers: from 24 to 32 executives, split into 8 teams of manufacturers and retailers.

Methods: business simulation, negotiations, lectures, discussions, feedback on decisions.

Level: participants must have 3-5 years' experience in retail and/or manufacturing (Sales, Marketing, or other departments).

Scope of the event: open/corporate

CATMANIA - Category Management business simulation.

WHY PLAY? To learn how to apply a category management approach in the context of everyday interactions with retail businesses

To learn to manage 4P tactics (product/price/place/promotion) in order to get the opportunity to win with the customer every day

Duration: 2,5 days

Numbers: 16+ executives, split into 4 teams of retailers.

Methods: business simulation, negotiations, lectures, discussions

Level: participants must have 3 years' experience in retail and/or manufacturer companies in Sales, Marketing and/or Purchase departments.

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Continued...

To obtain an overview of category management decisions at all company levels

Scope of the event:
open/corporate

WINMANIA

Duration: 2 days

Focuses on retail and negotiations tactics.

Numbers: minimum 15 executives, split into 5 or more teams of manufacturers and retailers

Recommended as part of corporate programs or within CatMan project, ECR school.

Methods: business simulation, negotiations, analytical tasks

WHY PLAY? Use analytical tools to understand how tactical decisions affect your key company numbers and influence your partner's profits.

Level: participants must have 2 years' experience in retail or manufacturer companies in Sales, Marketing, Purchase, Logistics departments and Front Office. Basic familiarity with Excel is required.

Get an overview of retail company economics and feel like a general manager.

Scope of the event:

Learn how to achieve your goals through Win-Win negotiations.

open/corporate sales, Marketing and/or Purchase departments.

Scope of the event:
open/corporate

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Speaker/Facilitator:	Topics (Supply Chain, Enabling Technologies):	Format:
<ul style="list-style-type: none"> • Mateusz Boruta, CEO ECR Poland (in English / Polish) 	<ul style="list-style-type: none"> • Euro pallet assessment and management 	<ul style="list-style-type: none"> • 3h Classroom + 1h on field
<ul style="list-style-type: none"> • Janas Likšo, CEO EPAL Baltic (Lithuanian, Russian) 	<ul style="list-style-type: none"> • Sample workshop • ECR Pallets management working group 	<ul style="list-style-type: none"> • Train a trainer
<ul style="list-style-type: none"> • Edgars Pentjuss, CEO ECR Baltic (in Latvian, Russian, English) 	<ul style="list-style-type: none"> • ECR Baltic EUR Pallets assessment cards 	

[GS1 eLearn](#)

Currently upgrading to newer version, to be available soon!



- Barcodes
- Logistic labels
- eCOM (EDI/XML)
- eLearning
- Seminars
- Some courses available in local languages

Request a quote or add to wish list, please contact ECR Baltic, Edgars Pentjuss +37126546645 (edgars@ecr-baltic.org).

Speaker's presentations from ECR Baltic events available in [members download area](#) or order access code, [here!](#)

If you are a speaker/facilitator/consultant/training company offering people development and training solutions for FMCG and Retail, please contact ECR Baltic to add you to the list!