

Corporate Education Program for Manufacturers/Brands:

Current Challenges and Best Practices in Multi-Channel Marketing for Consumer Goods

A hands-on workshop for marketing practitioners

About the workshop:

In this workshop your managers will learn about the latest theories and best practices of multi-channel marketing, with special emphasis put on pricing and revenue management. The workshop focuses on general aspects of selling through multiple channels: trends, theory, problems and solutions. We shed new light on the showrooming-problem that plagues many retailers and discuss what brands can, and indeed must, do about it. We hope that this discussion would bring about fruitful ideas for immediate action. Segmentis will also offer its perspectives and advice regarding your organization's multi-channel strategy.

Workshop Program:

9:00 – 9:30	Workshop Introduction, Agenda and Goals
9:30 – 10:45	Current Trends in Consumer Goods Marketing: Mobile Commerce, Social Networks and Consumer-Generated Demand
10:45 – 11:00	Coffee Break
11:00 – 12:30	Multi-Channel Marketing Theory for Consumer-Goods Brands – An Introduction
12:30 – 13:45	Lunch Break
13:45 – 15:30	The Showrooming Problem, Its Evolution, and Why Brands Should Take Notice
15:30 – 15:45	Coffee Break
15:45 – 17:30	Current Multi-Channel Marketing Best-Practices by Brands <ol style="list-style-type: none">1. Flagship Stores, Store-in-Store, Brand Subsidies and Slotting Fees – Are These the Future?2. New Approaches to Multi-Channel Wholesale and Retail Pricing.
17:30 – 17:45	Concluding Remarks