

Corporate Education Program for Retailers:

Current Challenges and Best Practices in Multi-Channel Marketing for Consumer Goods
A hands-on workshop for marketing practitioners

About the workshop:

In this 2-day workshop your managers will learn about the latest theories and best practices of multi-channel marketing, pricing and revenue management. The first day 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 they can, and indeed must, do about it. At the conclusion of the workshop Segmentis will offer its perspectives and advice regarding your organization's multi-channel strategy.

Workshop Program: Multi-Channel Marketing and the Showrooming Problem

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	The Showrooming Problem, Its Evolution, and Effects
12:30 – 13:45	Lunch Break
13:45 – 15:30	Current Solutions for Showrooming: Price-Matching, Your Own Online Store, Store-in-Store Contracts, Brand Wholesale-Price Discounts – Are These Really Effective?
15:30 – 15:45	Coffee Break
15:45 – 17:15	Best Practices For Dealing With Showrooming <i>and</i> Increasing Foot Traffic Into Stores
17:15 – 17:30	Concluding Remarks