

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.

The second day focuses on pricing for multiple channels. We will discuss both theories and best practices of competitor price-matching policies, and optimal discounting strategies. If you own an online store, we will show you how setting your prices for each channel independently of other channels hurts your overall profits. We offer the Segmentis Slider AnalysisTM method as a practical tool for simultaneous 2-channel pricing, and introduce your people to it in a hands-on mini-workshop. If you do not yet own an online store, we will discuss whether you should consider investing in one. At the conclusion of the workshop Segmentis will offer its perspectives and advice regarding your organization's multi-channel strategy.

Workshop Program: Day 1 - 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 – 17:30	Best Practices For Dealing With Showrooming <i>and</i> Increasing Foot Traffic Into Stores

Workshop Program: Day 2 – Pricing and Revenue Management

9:00 – 10:45	Pricing and Revenue Management Theory for Consumer-Goods – An Introduction
10:45 – 11:00	Coffee Break
11:00 – 12:30	Competing with Amazon: Optimal Discounting and Price-Matching Strategies
12:30 – 13:45	Lunch Break
13:45 – 15:30	Option 1: The Segmentis Slider-Analysis™ Online-Offline Simultaneous Pricing Method – A Hands-on Workshop (Suitable for Retailers Who Own an Online Shop) Option 2: Does It Pay for Small and Medium Retail-Chains to Invest in an Online Shop?
15:30 – 15:45	Coffee Break
15:45 – 17:15	The Future of Pricing & Revenue Management for Consumer Goods (At Both Retail and Wholesale Levels)
17:15 – 17:30	Concluding Remarks