

## 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 3-day workshop your managers will learn about the latest theories and best practices of multi-channel marketing, pricing, and supply chain 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 brands can, and indeed must, do about it.

The second day focuses on pricing for multiple channels. We will show you how setting wholesale prices for each channel independently of other channels hurts your supply chain performance and decreases your brand's overall profits. We offer the Segmentis Slider Analysis<sup>TM</sup> method as a practical tool for simultaneous 2-channel pricing, and introduce your people to it in a hands-on mini-workshop.

The third day is about multi-channel supply chain management. The Internet, and most recently M-Commerce, have affected the structure of supply chains and brought brands much closer to the end-customer. We will explore the advantages (but also challenges) that the latest trends present you with, and how you can best utilize new media, communications and trading platforms in order to deal most effectively with customers, retailers and advertisers. The day concludes with a panel discussion in which your management and your people discuss together the lessons learned throughout the 3-day workshop and their possible implications for your organization. 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: Day 1 - Multi-Channel Marketing**

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

### **Workshop Program: Day 2 - Multi-Channel Pricing & Revenue Management**

9:00 – 10:45	Pricing and Revenue Management for Consumer-Goods Brands – An Introduction
10:45 – 11:00	Coffee Break
11:00 – 12:30	Optimal Wholesale Pricing for Different Types of Retailers (Large vs. Small, Strategic vs. Non-strategic, Online vs. Offline)
12:30 – 13:45	Lunch Break
13:45 – 15:30	The Segmentis Slider-Analysis™ Online-Offline Simultaneous Pricing Method – A Hands-on Workshop
15:30 – 15:45	Coffee Break
15:45 – 17:30	The Future of Pricing & Revenue Management for Consumer Goods (At Both Retail and Wholesale Levels)

### **Workshop Program: Day 3 Multi-Channel Supply Chain Management and Advertising**

9:00 – 10:45	Supply Chain Management Theory for Consumer-Goods Brands – An Introduction
10:45 – 11:00	Coffee Break
11:00 – 12:30	Retail Supply Chain Innovation: Flagship Stores, Store-in-Store, Brand Subsidies and Slotting Fees – Are These the Future?
12:30 – 13:45	Lunch Break
13:45 – 15:30	Multi-Channel and Cross-Channel Advertising: Trends and Best Practices
15:30 – 15:45	Coffee Break
15:45 – 17:15	Open Panel discussion (with Your Management): Our Organization's Multi-Channel Challenges, Policies, Goals and Vision: What Can Be Improved, and What Actions Can We Take Now? (Panel Facilitation: Segmentis)
17:15 – 17:30	Concluding Remarks