

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 – 9:45	Current Trends in Consumer Goods Marketing: Mobile Commerce, Social Networks and Consumer-Generated Demand
9:45 – 10:45	Multi-Channel Marketing Challenges: (i) The Showrooming Problem, Its Evolution and Effects (ii) Multi-Channel Pricing Challenges For Retailers
10:45 – 11:00	Coffee Break
11:00 – 12:30	Current Multi-Channel Marketing Best-Practices by Retailers (i) Current Solutions for Showrooming (ii) New Approaches to Multi-Channel Pricing for Retailers.
12:30 – 12:45	Concluding remarks