



















# 2024 Calendar


Inspiring and supporting  
learning programmes for personal  
and career development

Learning  
from **IGD**

# Free Learning Events Calendar

JAN	FEB	MAR	APR	MAY	JUN
	<ul style="list-style-type: none"><li> <a href="#">New Manager Skills Course pt 1</a></li><li> <a href="#">Inclusion and Diversity Reverse Mentoring</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Starter Skills Course</a></li><li> <a href="#">New Starter Live Event</a></li><li> <a href="#">New Manager Live Event</a></li><li> <a href="#">Inclusion and Diversity Reverse Mentoring</a></li><li> <a href="#">Supply Chain Mentoring</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Manager Skills Course pt 2</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Manager Skills Course pt 1</a></li><li> <a href="#">New Manager Live Event</a></li><li> <a href="#">Inclusion and Diversity Reverse Mentoring</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Starter Skills Course</a></li></ul>
JUL	AUG	SEP	OCT	NOV	DEC
	<ul style="list-style-type: none"><li> <a href="#">New Manager Skills Course pt 1</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Manager Skills Course pt 2</a></li><li> <a href="#">New Manager Skills Webinar</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Starter Skills Course</a></li><li> <a href="#">Inclusion and Diversity Reverse Mentoring</a></li></ul>	<ul style="list-style-type: none"><li> <a href="#">New Starter Skills Webinar</a></li></ul>	


























 **Course**  
Self-directed online courses, approx 1 hr per week across 6-8 weeks

 **Events**  
Free learning event lengths will vary between 60-90 minutes. Please check the website for dates.

 **Mentoring and Reverse Mentoring**  
1-2-1 cross-company development opportunity

Check the website for our current events

# Paid-for Workshops Calendar

JAN	FEB	MAR	APR	MAY	JUN
<ul style="list-style-type: none"> <li> <u>Virtual Successful Account management</u></li> </ul>	<ul style="list-style-type: none"> <li> <u>Virtual Successful Category Management</u></li> <li> <u>Virtual Category Leadership</u></li> <li> <u>Virtual Mastering Retailer relationships</u></li> <li> <u>Virtual Data to Insight</u></li> </ul>	<ul style="list-style-type: none"> <li> <u>Virtual Advanced Category Management</u></li> <li> <u>Virtual Advanced Account management</u></li> <li> <u>Virtual Advanced Shopper Execution NEW</u></li> </ul>	<ul style="list-style-type: none"> <li> <u>Virtual Revenue Growth Management</u></li> <li> <u>Virtual Successful Shopper Activation</u></li> <li> <u>Successful Account management</u> <small>IN-PERSON</small></li> </ul>	<ul style="list-style-type: none"> <li> <u>Virtual Successful Ecommerce Management</u></li> <li> <u>Successful Category Management</u> <small>IN-PERSON</small></li> <li> <u>Turning Data to Insight</u> <small>IN-PERSON</small></li> </ul>	<ul style="list-style-type: none"> <li> <u>Virtual Advanced Category Management</u></li> <li> <u>Virtual Mastering Retailer relationships</u></li> </ul>
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# Free Learning Events Details

## COURSE

### New Starter Skills

**Dates:** 4 Mar – 26 Apr  
17 Jun – 16 Aug  
7 Oct – 29 Nov

**Time:** Online learning  
8 hrs

**Who:** New Starters

**Aims:**

- Feel set up for success and able **bring your best** to work
- Improve **awareness** of the industry
- Explore wider society & shopper **trends** that shape business decision-making
- Opportunity to **meet people** from across the industry

## COURSE

### Part 1

### New Manager Skills

**Dates:** 26 Feb – 5 Apr  
13 May – 28 Jun  
19 Aug – 11 Oct

**Time:** Online learning  
6 hrs

**Who:** New & aspiring line managers

**Aims:**

- Develop your **confidence** as a line manager
- Learn how to set up your team for **success**
- Understand how to **get the most** out of your team

## COURSE

### Part 2

### New Manager Skills

**Dates:** 22 Apr – 31 May  
9 Sep – 18 Oct

**Time:** Online learning  
6 hrs

**Who:** Recent line managers and those looking for a refresher

**Aims:**

- Learn how to find an **authentic leadership style**
- Understand how to **build a culture** in which your team can thrive
- Learn **tools** to help you motivate and influence others

#### Course

Self-directed virtual course, approx  
1 hr per week across 6-8 weeks

# Free Learning Events Details

## MENTOR

### Supply chain

**Dates:** 18 Mar – 29 Nov (Register by 16 Feb)

**Time:** 4 hrs or more

**Who:** **Mentee:**  
Aspiring Supply Chain leaders

**Mentor:**  
Senior Supply Chain professionals

#### **Aims:**

- **As a mentee** – boost your personal development and broaden your understanding of supply chain by learning from leaders outside your own organisation
- **As a mentor** – share your experience and help talented individuals to grow

## MENTOR

### Inclusion & diversity

**Dates:** 14 Feb – 8 May  
27 Mar – 26 Jun  
8 May – 31 Jul  
9 Oct – 9 Jan

**Time:** 5 hrs

**Who:** **Mentee role:**  
Senior leader, CEO, Director,  
General Manager, Head of

**Reverse mentor:**  
those from an under-represented  
background

#### **Aims:**

- **Reverse mentor** – share your views on inclusion & connect with senior leader outside of your own organisation
- **Mentee** – build awareness of inclusion from a new perspective that will inspire within your own organisation

# Paid-for Workshops Details

## CATEGORY

### Successful Management

**When:** Feb 6, 7, 8  
May 15, 16  
Jul 9, 10, 11  
Oct 1, 2, 3  
Dec 10, 11, 12

**Prices:\*** **Virtual:** £499/£599  
**IN-PERSON:** £899/£1,199

**Who:** This workshop is the perfect introduction for those who are new to category management

#### **Aims:**

- Practical understanding of the IGD Category **Management process**
- How to deliver a range review & **shelf layout**
- Understanding the key tactics associated with **category management**

## CATEGORY

### Advanced Management

**When:** Mar 12, 13, 14  
Jun 4, 5, 6  
Sep 25, 26  
Nov 5, 6, 7

**Prices:\*** **Virtual:** £499/£599

**Who:** For those who have been in a category management role for over six months with a few category reviews under their belt looking to continue building on their capability

#### **Aims:**

- Learn new tools to analyse the data and **size the opportunities** in your category
- Unlock opportunities that bring value for your business and partners
- Build more sophistication into **ranging recommendations**, including building composite ranks
- Ensure better **implementation** of your recommendations with your retail partners

## CATEGORY

### Category Leadership

**When:** Feb 27, 28, 29  
Sept 10, 11, 12

**Prices:\*** **Virtual:** £499/£599

**Who:** Suitable for experienced category managers who want to demonstrate their leadership capabilities and are eager to be at the forefront of change

#### **Aims:**

- Learn what you should embed into your **strategic thinking** and category development
- Ensure **productive plans** and meetings with your retail partners
- Develop effective **category visions** that gain traction internally and with your retail partners
- Lead the category **agenda** and keep a strategic focus

# Paid-for Workshops Details

## Insight & Shopper

### Shopper Activation

**When:** Apr 9, 10, 11  
Nov 19, 20, 21

**Prices:\*** Virtual: £499/£599

**Who:** Those new to a shopper activation role or looking for a refresher

#### **Aims:**

- Ensure effective **shopper activation** every time
- Confidence in building shopper led **activation plans**
- Clarity on how to understand **shopper behaviour**
- Provide you with a vital **framework** to help deliver great shopper based messaging

## Insight & Shopper

### Ecommerce Management

**When:** May 21, 22, 23  
Nov 19, 20, 21

**Prices:\*** Virtual: £499/£599

**Who:** Those who are starting out within the world of Ecommerce. From commercial sales, category management and shopper marketing

#### **Aims:**

- Understand **key influences** on the grocery shopper online
- How to **fix the basics** for online shopping – search, taxonomy, image and trade marketing
- Online opportunities to **influence** the shoppers behaviour

## Insight & Shopper

### Data to Insight

**When:** Feb 27, 28, 29  
May 8  
Aug 6, 7, 8  
Dec 3, 4, 5

**Prices:\*** Virtual: £499/£599

**Who:** Category and insight professionals looking to sharpen their data analysis and presenting skills

#### **Aims:**

- Definition of **actionable insight** and practical application
- Tools to help you uncover the **meaningful implications** of complex data
- The IGD Insight funnel and how can **adopt the model** to get from data to insight
- Build your confidence to deliver **insight-led solutions**

# Paid-for Workshops Details

## SALES

### Successful Account Management

**When:** Jan 16, 17, 18  
Apr 17, 18  
Jul 9, 10, 11  
Nov 5, 6, 7

**Prices:\*** **Virtual:** £499/£599  
**IN-PERSON:** £899/£1,199

**Who:** This training session is a 'how to' guide for all FMCG account managers new to the role or industry, those looking for a refresher, and others in customer facing roles

#### **Aims:**

- Understand the **changing roles and responsibilities** of account managers and buyers in these challenging times
- Tools to support the **selling process**
- How to create great customer **business plans**
- Running effective and successful customer **meetings**

## SALES

### NEW: Advanced Account Management

**When:** Mar 12, 13, 14  
Sep 10, 11, 12

**Prices:\*** **Virtual:** £499/£599

**Who:** Those looking to further their career in account management, by building their strategic and collaborative skills. You are likely to have previously attended our **Successful Account Management Workshop**

#### **Aims:**

- Gain the tools to ensure better and effective **account plans**
- Build effective **networks** and **communicating** effectively
- Learn how to plan and undertake **negotiations**
- Feel confident in **planning** and **hosting successful customer meetings**



# Paid-for Workshops Details

## SALES

### Revenue Growth Management

**When:** Apr 9, 10, 11  
Oct 15, 16, 17

**Prices:\*** £499/£599

**Who:** National account managers, experienced category managers, new revenue growth managers (MS&P, CS&, CMO). Brand marketers looking to expand their capabilities

#### **Aims:**

- Understand the role of RGM in delivering business performance
- Understand how to evaluate promotions and build strategic promotional plans
- A clear understanding of profit and the influence of different activities
- How to optimise pricing and assortment across your portfolio

## SALES

### NEW: Mastering Retailer Relationships

**When:** Feb 6, 7, 8  
Jun 4, 5, 6  
Oct 1, 2, 3

**Prices:\*** Virtual: £499/£599

**Who:** Those building their capabilities in their commercial careers, who are in retailer facing roles inc. account managers, category managers and shopper marketers

#### **Aims:**

- Gain a better understanding of how retailers work and what opportunities that brings
- Be aware of what to consider in your proposal to get better traction with retailers and optimize your plans
- Know how to manage your meetings with retailers to ensure you deliver objectives and benefits for you and the retailer

To see more about courses  
and workshops and how  
they adapt to your needs,  
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