



















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"> New Manager Skills Course pt 1 Inclusion and Diversity Reverse Mentoring	<ul style="list-style-type: none"> New Starter Skills Course New Starter Live Event New Manager Live Event Inclusion and Diversity Reverse Mentoring Supply Chain Mentoring	<ul style="list-style-type: none"> New Manager Skills Course pt 2	<ul style="list-style-type: none"> New Manager Skills Course pt 1 New Manager Live Event Inclusion and Diversity Reverse Mentoring	<ul style="list-style-type: none"> New Starter Skills Course
JUL	AUG	SEP	OCT	NOV	DEC
	<ul style="list-style-type: none"> New Manager Skills Course pt 1	<ul style="list-style-type: none"> New Manager Skills Course pt 2 New Manager Skills Webinar	<ul style="list-style-type: none"> New Starter Skills Course Inclusion and Diversity Reverse Mentoring	<ul style="list-style-type: none"> New Starter Skills Webinar	

 **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



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:* £349/£429

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

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, **visit our website:**

More about us:

igd.com

Details about our programmes & events:

igd.com/learning

Get in touch:

igd.com/Learning/Contact-us

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