

2022 schedule of events

Inspiring and supporting learning for
personal and career development

Learning from **IGD**

Calendar View Free Learning Events

Course

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

Learning Series

Scheduled series of interactive virtual events, 1 hr per week

Mentoring and Reverse Mentoring

1-2-1 cross-company development opportunity

January	February	March	April	May	June
<p>Learning Series Create a Growth Mindset and Achieve your Goals</p> <p>Reverse Mentoring Inclusion and Diversity</p>	<p>Course New Starter Skills</p> <p>Course New Manager Skills</p> <p>Learning Series Bite-sized Industry Insights - Store of the future</p>	<p>Mentoring Supply Chain</p> <p>Reverse Mentoring Inclusion and Diversity</p>		<p>Course New Manager Skills</p> <p>Learning Series Wellbeing and Resilience</p> <p>Reverse Mentoring Inclusion and Diversity</p>	<p>Learning Series Communication and Collaboration</p>
July	August	September	October	November	December
<p>Learning Series Bite-sized Industry Insights</p>	<p>Learning Series Prioritisation</p>	<p>Course New Manager Skills</p>	<p>Course New Starter Skills</p> <p>Learning Series Bite-sized Industry Insights</p>	<p>Learning Series Productivity</p>	

Calendar View Paid For Workshops

January	February	March	April	May	June
<p>Successful Category Management</p> <p>Successful Ecommerce Management</p>	<p>Advanced Category Management Techniques</p> <p>Category Leadership</p> <p>Data to Insight</p> <p>Successful Account Management</p> <p>Successful Supply Chain Management</p>	<p>Successful Category Management</p> <p>Successful Shopper Activation</p> <p>Delivering Successful Promotions</p> <p>Successful Account Management</p> <p>Win Win Negotiation</p>	<p>Successful Category Management</p> <p>Successful Ecommerce Management</p> <p>Advanced Category Management Techniques</p>	<p>Successful Category Management</p> <p>Category Leadership</p> <p>Data to Insight</p>	<p>Advanced Category Management Techniques</p> <p>Successful Ecommerce Management</p> <p>Successful Account Management</p> <p>Successful Supply Chain Management</p>
July	August	September	October	November	December
<p>Successful Category Management</p> <p>Win Win Negotiation</p>	<p>Successful Ecommerce Management</p>	<p>Successful Category Management</p> <p>Successful Shopper Activation</p> <p>Data to Insight</p> <p>Successful Account Management</p>	<p>Advanced Category Management Techniques</p> <p>Delivering Successful Promotions</p> <p>Win Win Negotiation</p> <p>Successful Supply Chain Management</p>	<p>Successful Category Management</p> <p>Category Leadership</p> <p>Successful Ecommerce Management</p> <p>Data to Insight</p> <p>Successful Account Management</p>	<p>Advanced Category Management Techniques</p>

Detailed View Free Learning Events

Event	Dates	Time	Who it's for?	Learning outcomes
Course New Starter Skills	7 Feb -4 Apr 3 Oct - 28 Nov	Self-directed 8-10 hrs	New starters	<ul style="list-style-type: none"> • 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 New Manager Skills	21 Feb - 4 Apr 16 May - 27 Jun 12 Sep - 24 Oct	Self-directed 6 hrs	New and aspiring line managers	<ul style="list-style-type: none"> • Insight into what it means to manage people • Tools to motivate and get the best out of others • Understand the aspects that create an inclusive and adaptable team
Learning Series Create a Growth Mindset and Achieve Your Goals	13 Jan 20 Jan 27 Jan	3 hrs 12:00 - 13:00 (for each date)	Functional experts and line managers	<ul style="list-style-type: none"> • Increase self-awareness • Understand what it means to have a growth mindset • Build your own plan
Learning Series Bite-sized Industry Insights - Store of the Future	17 Feb 24 Feb	3 hrs 12:00 - 13:00 (for each date)	Functional experts and line managers	<ul style="list-style-type: none"> • Increase your awareness by exploring a key industry topic – store of the future • Hear from experts on how their role impacts the shopper • Grow your understanding and network through breakout activities
Learning Series Wellbeing and Resilience	Coming soon	Coming soon	Line managers	<ul style="list-style-type: none"> • Learn how to improve your personal wellbeing and support the wellbeing of your team members

Detailed View Free Learning Events

Event	Dates	Time	Who it's for?	Learning outcomes
Learning Series Communication and Collaboration	Coming soon	Coming soon	Functional experts	<ul style="list-style-type: none"> Build your influence through personal impact and effective collaboration in a hybrid working environment
Learning Series Prioritisation	Coming soon	Coming soon	Line managers	<ul style="list-style-type: none"> Unlock greater performance for you and your team with effective prioritisation tools
Learning Series Productivity	Coming soon	Coming soon	Functional experts	<ul style="list-style-type: none"> Learn tools and techniques that will help you manage your energy and workload, and enable you to perform at your best
Mentoring Supply Chain	March	Self-directed	Supply chain professionals	<ul style="list-style-type: none"> 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
Reverse Mentoring Inclusion and Diversity	Jan, Mar, May, Sep	5 hrs	<p>Mentee role Senior leader, CEO, Director, General Manager, Head of)</p> <p>Reverse mentor those from an under-represented background</p>	<ul style="list-style-type: none"> Reverse mentor - share your views on inclusion and connect with a senior leader outside of your own organisation Mentee - build awareness of inclusion from a new perspective that will inspire action within your own organisation

Detailed View Paid For Workshops

We offer small businesses a discount rate on our workshop places

Event	Dates	Time	Prices Member/Non	Who it's for?	Learning outcomes
Successful Category Management	Jan 18, 19, 20 Mar 29, 30, 31 Apr 20, 21 LIVE May 17, 18, 19	09:45 - 11:30 09:45 - 11:30 09:00 - 16:45 09:45 - 11:30	£499/£599 £499/£599 £899/£1,199 £499/£599	Those just starting a career in category management Those working in commercial sales, who want an understanding of category management	<ul style="list-style-type: none"> • Practical understanding of the IGD Category Management process • How to deliver a range review and shelf layout • Understanding the key tactics associated with category management
Advanced Category Management Techniques	Feb 1, 2, 3 Apr 12, 13, 14 Jun 21, 22, 23	09:45 - 11:30 09:45 - 11:30 13:45 - 15:30	£499/£599 £499/£599 £499/£599	If you have attended our Successful Category Management workshop, then this is the next step in your learning journey	<ul style="list-style-type: none"> • 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 • Develop a robust review process for category initiatives • Ensure better implementation of your recommendations with your retail partners
Category Leadership	Feb 8, 9, 10 May 10, 11, 12	13:45 - 15:30 13:45 - 15:30	£499/£599 £499/£599	If you have attended our Advanced Category Management workshop, then this is the next step in your learning journey	<ul style="list-style-type: none"> • Learn what you should embed into your strategic thinking and category development • Ensure productive plans and meetings with your retail partners • Develop collaborative category visions with your retail partners • Lead the category agenda and keep a strategic focus

Detailed View Paid For Workshops

Event	Dates	Time	Prices Member/Non	Who it's for?	Learning outcomes
Successful Shopper Activation	Mar 29, 30, 31	13:45 - 15:30	£499/£599	Those new to a shopper activation role or looking for a refresher	<ul style="list-style-type: none"> Learn how to craft better shopper activation briefs 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
Successful Ecommerce Management	Jan 18, 19, 20 Apr 12, 13, 14 Jun 21, 22, 23	13:45 - 15:30 13:45 - 15:30 09:45 - 11:30	£499/£599 £499/£599 £499/£599	Those who are starting out within the world of Ecommerce. From commercial sales, category management and shopper marketing	<ul style="list-style-type: none"> 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
Data to Insight	Feb 8, 9, 10 May 10, 11, 12	09:45 - 11:30 09:45 - 11:30	£499/£599 £499/£599	Category and insight professionals looking to sharpen their data analysis and presenting skills	<ul style="list-style-type: none"> 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
Win Win Negotiation	Mar 15, 16, 17	09:45 - 11:30	£499/£599	Commercial professionals looking to sharpen their negotiation skills	<ul style="list-style-type: none"> Understand how to implement the IGD six step approach to conducting commercial negotiations Recognise and tackle the nuances of dealing with various personality types Develop a successful negotiation plan to take away and implement back in your role

Detailed View Paid For Workshops

Event	Dates	Time	Prices Member/Non	Who it's for?	Learning outcomes
Delivering Successful Promotions	Mar 2, 3	13:45 - 15:30	£349/£429	Those just starting to look at promotional evaluation more than the immediate uplift or those recently move to national accounts, category management, promotional planning	<ul style="list-style-type: none"> How to evaluate a promotion from the point of view of the supplier, the retailer and the shopper Building plans that deliver the strategy Better understanding of shopper behaviour with regards promotions
Successful Account Management	Feb 15, 16, 17 Mar 22, 23 LIVE June 14, 15, 16	09:45 - 11:30 09:00 - 16:45 09:45 - 11:00	£499/£599 £899/£1,199 £499/£599	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	<ul style="list-style-type: none"> 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
Successful Supply Chain Management	Feb 22, 23, 24 Jun 14, 15, 16	08:45 - 10:30 13:45 - 15:30	£499/£599 £499/£599	Those who are new to supply chain or may have some experience under your belt but want to deepen your knowledge. You might even be in a commercial role but keen to learn how a strong supply chain can give you a competitive advantage	<ul style="list-style-type: none"> Understand the different responses from COVID-19 and how businesses are building resilient supply chains that are future fit Gain a greater understanding of the end-to-end supply chain Focus on key customer supply chain strategies and expectations Evaluate developments taking place in the supply chain and the implications for suppliers Understand and enhance collaboration and growth, use it to drive competitive advantage

For more information, check out all the courses
and workshops on our website

igd.com/learning

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