

# 2023 Calendar



Inspiring and supporting learning  
programmes and events for  
personal and career development

Learning  
from **IGD**







# Free Learning Events Calendar

**JAN**

**FEB**

-  [Inclusion and Diversity Reverse Mentoring](#)
-  [New Manager Skills course - part 1](#)





**MAR**

-  [New Starter Skills course](#)
-  [New Manager Skills course - part 2](#)
-  [Inclusion and Diversity Reverse Mentoring](#)
-  [Unlock the leadership blueprint](#)
-  [How to start conversations that make a difference](#)
-  [How to lead change with confidence](#)

**APR**

-  [Supply Chain Mentoring](#)



**MAY**

-  [Inclusion and Diversity Reverse Mentoring](#)
-  [New Manager Skills course - part 1](#)
-  [New Starter Skills course](#)
-  [Coaching in practice: How to have purposeful conversations](#)

**JUN**

**JUL**

**AUG**

-  [New Manager Skills course - part 1](#)
-  [Embrace your role confidently](#)

**SEP**

-  [New Manager Skills course - part 2](#)


**OCT**

-  [New Starter Skills course](#)
-  [Inclusion and Diversity Reverse Mentoring](#)

**NOV**

**DEC**

 **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**

-  Successful Category Management
-  Successful Account Management

**FEB**

-  Data to Insight
-  Advanced Category Management Techniques
-  Revenue Growth Management




**MAR**

-  Successful Shopper Activation
-  Successful Ecommerce Management
-  Category Leadership
-  Successful Category Management  
IN PERSON
-  Successful Account Management  
IN PERSON




**APR**

-  Data to Insight
-  Advanced Category Management Techniques
-  Successful Category Management
-  Win Win Negotiation





**MAY**

-  Successful Account Management
-  Advanced Category Management Techniques  
IN PERSON
-  Data to Insight  
IN PERSON




**JUN**

-  Successful Category Management
-  Data to Insight
-  NEW Mastering Retailer Relationship





**JUL**

-  Successful Account Management
-  Revenue Growth Management
-  Advanced Category Management Techniques
-  Successful Category Management  
IN PERSON




**AUG**

-  Successful Shopper Activation
-  Category Leadership
-  Successful Ecommerce Management





**SEP**

-  NEW Mastering Retailer Relationships
-  Successful Category Management
-  Data to Insight
-  Advanced Category Management Techniques  
IN PERSON


**OCT**

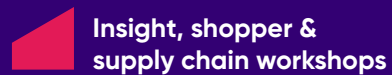
-  Successful Account Management
-  Revenue Growth Management
-  Successful Category Management  
IN PERSON

**NOV**

-  Data to Insight
-  Successful Shopper Activation
-  Category Leadership
-  Successful Account Management  
IN PERSON

**DEC**

-  Successful Category Management
-  Advanced Category Management Techniques
-  Successful Ecommerce Management



# Free Learning Events Details

## COURSE

### New Starter Skills

**Dates:** 1 Mar – 28 Apr  
22 May – 14 Jul  
2 Oct – 24 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:** 20 Feb – 31 Mar  
8 May – 16 Jun  
14 Aug – 29 Sept

**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:** 6 Mar – 21 Apr  
11 Sept – 20 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 lead your team through change

#### Course

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

# Free Learning Events Details

## MENTOR

### Supply chain

**Dates:** 3 Apr - 30 Nov

**Time:** Online learning  
6 hrs

**Who:** 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:** 1 Feb - 26 Apr  
29 Mar - 21 Jun  
3 May - 21 Jul  
11 Oct - 10 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 a 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:** Apr 18, 19, 20      Jun 6, 7, 8  
              Jul 26, 27      Sep 5, 6, 7  
              Oct 18, 19      Dec 5, 6, 7

**Prices:\*** Virtual: £499/£599  
              In-person: £899/£1,199

**Who:** Those just starting a career in category management. Those working in commercial sales, who want an understanding of category management

**Aims:**

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

## CATEGORY

### Advanced Management

**When:** Apr 11, 12, 13      May 10, 11  
              Jul 4, 5, 6      Sep 13, 14  
              Dec 5, 6, 7

**Prices:\*** £499/£599

**Who:** If you have attended our Successful Category Management workshop, then this is the next step in your learning journey

**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:** Aug 8, 9, 10      Nov 7, 8, 9

**Prices:\*** £499/£599

**Who:** If you have attended our Advanced Category Management workshop, then this is the next step in your learning journey

**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

## I,S&SC

### Shopper Activation

**When:** Aug 8, 9, 10  
Nov 14, 15, 16

**Prices:\*** £499/£599

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

**Aims:**

- Ensure effective **shopper activation** every time
- Build confidence in creating shopper led **activation plans**
- Gain clarity on how to understand **shopper behaviour**
- Provide you with a vital **framework** to help deliver great shopper based messaging

## I,S&SC

### Ecommerce Management

**When:** Aug 1, 2, 3  
Dec 12, 13, 14

**Prices:\*** £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
- Learn how to **fix the basics** for online shopping – search, taxonomy, image and trade marketing
- Discover online opportunities to **influence** the shoppers behaviour

## I,S&SC

### Data to insight

**When:** Apr 11, 12, 13      May 24  
Jun 6, 7, 8      Sep 5, 6, 7  
Nov 7, 8, 9

**Prices:\*** **Virtual** £499/£599  
**In-person:** £599/£699

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

**Aims:**

- Define of **actionable insight** and how to turn into practical application
- Gain the tools needed to help you uncover the **meaningful implications** of complex data
- Learn the IGD Insight funnel and how to **adopt this model** to get from data to insight
- Build your confidence to deliver **insight-led solutions**

# Paid-for Workshops Details

## SALES

### Revenue Growth Management

**When:** Jul 11, 12, 13  
Oct 3, 4, 5

**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
- Discover how to **evaluate promotions** and build strategic promotional plans
- Gain a clear understanding of **profit and the influence of different activities**
- Learn how to **optimise pricing** and assortment across your portfolio

## SALES

### Account Management

**When:** May 9, 10, 11      Jul 11, 12, 13  
Oct 3, 4, 5      **Nov, 8, 9**

**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
- Gain tools to support the **selling process**
- Learn how to create great customer **business plans**
- Confidently run effective and successful **customer meetings**

## SALES

### Mastering Retailer Management

**When:** Jun 20, 21, 22      Sep 26, 27, 28

**Prices:\*** £499/£599

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

**Aims:**

- Gain 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 optimise your plans
- Learn 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](https://igd.com)

Details about  
our programmes  
& events:

[igd.com/learning](https://igd.com/learning)

Get in touch:

[igd.com/Learning/  
Contact-us](https://igd.com/Learning/Contact-us)

**IGD**