



PLMA ONLINE EXECUTIVE EDUCATION PROGRAMME

Learn How to Build Your Private Label Business

27-28 October 2020

PLMA invites you to this year's first online edition of our Executive Education Programme. Created in 2002 to help manufacturers, retailers, wholesalers and trade suppliers to improve their understanding of the private label process, more than 500 private label managers have graduated from this programme. Our online programme has been selected for importance to retailers and manufacturers looking to build their private label business. Faculty has been selected based on knowledge of the industry.





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PLMA's Online Executive Education Programme

Private Label Strategy

Fifty years ago, Carrefour invented generics and retailing has never been the same. Supermarkets, hypermarkets and discounters have expanded private label into a world phenomenon with market share as high as 50% in some countries. Where do your products fit in? How do you compete as a retailer? This class focuses on the right strategy for your company.

Product Development

Everyone agrees that product development is crucial to private label success, but how do you create products? Where do ideas come from and how can you help your company do more and do it better? This class examines proven techniques for developing private label products.

E-Commerce

Smartphones have made e-commerce accessible to consumers of all ages. For supermarkets, hypermarkets and discounters, online shopping still has many problems to overcome. This class focuses on where e-commerce is going.

Generational Marketing

Marketing to today's consumers is not easy. Different generations, whether they are Millennials, Baby Boomers, or Gen X, each have their own way of thinking about products, packaging and advertising messages. This class will show how private label can successfully market to each generation of shoppers.

Packaging and Design

As the quality and variety of private label programmes keeps increasing, so does the importance of packaging and design. This class looks at what's needed to attract today's shoppers. Case studies show how effective packaging and design can help build private label sales.



Manufacturer-Retailer Relations

At the heart of private label is the relationship between the retailer and the manufacturer. This class offers direct insight from a leading retailer and an experienced manufacturer into best practices.

Scenario Planning

Looking ahead and seeing where roads can surprisingly turn is essential to understanding private label success. Using planning techniques, this session helps participants prepare for changes in their company's sales and marketing strategy.



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This Year's Speakers



PROF. KITTY KOELEMIEJER
Programme Coordinator
Center for Marketing and
Supply Chain Management
Nyenrode Business Universiteit



TOM STEPHENS
President
Brand Strategy
Consultants



ARJAN BOTH
Senior Vice President Global
Sourcing Packaged Food
Walmart



PAUL VAN DER RAAD
CEO
Henne Petfood



JAN-HEIN VAN SPAANDONK
Brand Manager Private Label
SPAR



STEVE MADER
E-Commerce Director
Kantar Consulting



EDGAR ELZERMAN
Consultant
ECI



RENATE KENTER
Senior Strategy Consultant
De Ruijter Strategie

Registration

Registration to attend PLMA's Online Executive Education Programme is open to all PLMA member companies, retailers, and guests. Tuition is €95 for retailers and members and €125 for non-members. All presentations will be held in English.

Presented by the Private Label Manufacturers Association - International Council

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