



Workshop on
Trade Marketing Excellence

 January 16 & 17, 2024

 NIBAF, Islamabad

PROGRAM OVERVIEW

Trade Marketing, an integral leg of Marketing, aims to improve the consumer demand for brands by deploying strategic tools and techniques to drive optimum performance and engagement from distributors, retailers and shoppers. The field has greatly evolved over time, both at the global and the local context. This course will shed light on the inception, evolution and the current status of trade marketing as a specialized function. In addition to focusing on the fundamentals of trade marketing, the course will include insights about the critical challenges of contemporary times. Specifically, this course is designed to develop and enhance understanding of category and channels management as well as delve into the basics of shopper marketing. In order to make learning active, experiential activities such as case studies and role plays will be a fundamental part of the course.

LEARNING OUTCOMES

At the end of the course, participants will be able to:

- . Understand the core concepts of trade marketing.
- . Understand category dynamics and deploy the right tools for optimization of their brands at the point of sale.
- . Understand the character of different channels and design their own channel strategy.
- . Understand the shopping process and design strategies to influence shoppers at the point of sale.



TOPICS COVERED

Category Management:

- . Identification of the Category Drivers
- . Similar and Competitive Products in the Category
- . Forecasting/Seasonality/Data Driven Actions

Channel Management:

- . Identifying the Route to Market Strategies
- . Channel Stewardship
- . Channel Design and Channel Management Decisions

Shopper Marketing:

- . Creating Engagement at POS
- . Designing POSM Relevant to the Shopper Needs
- . Shopper Profiling
- . Shopper Behavioral Studies



TRAINERS PROFILE



Atif Murtaza

Lecturer and Head of Career Development Centre (CDC)

Atif is a seasoned professional with over 15 Years of Experience in Sales, Marketing, Coaching and Capability Development. He Holds an MBA from IBA and is an Engineer from NED UET. He has worked with Different Organizations in variety of Roles. His Employers include fortune 500 companies where he has proved his mettle throughout the years. Atif has worked for The Nielsen Company, TRG, Nestle Pakistan and Afghanistan, Reckitt Benckiser, Shan Foods , Novo Nordisk and IBA. Atif brings high engagement and energy into his session coupled with Functional Knowledge and Activity Based Learning. Atif has trained more than 4,000+ Individuals on Functional and Leadership Skills. He believes in adding Value in terms of Commercial benefits to his clients.



Saima Husain

Assistant Professor and Director QEC

Saima has been associated with IBA since 2006 and has experience of teaching in the undergraduate, graduate and executive education programs. Her core area of interest in teaching and research is consumption behaviour. After completing her PhD from the University of Southampton in 2019, Saima works in both local and international research teams and has successfully published academic papers in local and international Marketing journals. In addition to this, Saima has published case studies that are used as pedagogical tools for teaching Marketing concepts. Saima's teaching philosophy revolves around participant centered learning. Therefore, she uses experiential learning activities such as simulations, case studies and task-based exercises.





WHO SHOULD ATTEND

- . Professionals currently engaged in or aspiring to build careers in Trade Marketing.
- . Sales and marketing professionals with an interest to optimize their trade execution.

FEES

75,000 +5% SST

CONTACT US



Email: ceeinfo@iba.edu.pk

Phone: (0213) 8104701

(Ext: 1808, 1809, 1812, 1804, 1823, 1822)

Mailing Address: City Campus, IBA Karachi,

Plot # 68 & 88 Garden / Kayani Shaheed Road, Karachi – 74400

PROGRAM & POLICIES

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php> The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi.