
Advanced Promotional Optimisation



3.5 Days Intensive Workshop
Maximum of 8 Delegates
Training by Industry Experts

Consulting | Training | Community

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Institute ●●●

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OVERVIEW

The Advanced Promotional Management workshop is for commercial managers who want to deepen their understanding, skills and importantly, how to improve the total return-on-investment of promotional investments. Through case studies, it merges classroom sessions with practical exercises, feedback loops and self-reflection. Delegates swiftly progress, acquiring practical skills and confidence relevant to their daily tasks. Delegates also get the opportunity to work through a roadmap to implementing these new skills within their organisations to drive positive outcomes.

KEY FEATURES

- 3.5-day residential workshop with a maximum of 8 delegate places for optimum learning.
- Delivered by an expert revenue management consultant with years of relevant commercial experience.
- Deep immersion in promotional management principles, frameworks, tools and different investment levers for value creation or value erosion.
- Real-world case studies including repurposing of investment to drive different outcomes.

KEY FOCUS AREAS

- Defining promotional management, promotional evaluation and value creation.
- What makes an effective promotion?
- How do different investment levels impact the organisation's and customers' financials?
- Full end to end value chain assessment.
- Setting promotional objectives.
- Promotional building and evaluation tools.
- The promotional cycle: PEMO
- Collaborative case study

THIS PROGRAM IS FOR YOU IF:

- You are a category, brand, finance or sales manager with existing promotional management skills.
- You want to develop expert proficiency in promotional management and effectively communicate the array of globally recognised best practices, tools, insights and methodologies accessible in this field.