



RETAIL MANAGEMENT DEVELOPMENT PROGRAMME

The people who
shape Irish Retail

WEDNESDAY

11th March | 25th March
8th April | 22nd April



www.retailexcellence.ie

About the Programme

This programme is regarded as the most influential and formative retail management development programme in Ireland. Now in its 7th year and with over 1,000 retail store managers, supervisors, owners, independent retailers, newly appointed managers and team members with potential having successfully completed the programme, it is a not to be missed valuable four day programme.

Delegates will have the opportunity to hear innovative, challenging and engaging content from experts in all retail fields to help them lead their stores to great success and deliver a progressive and high performance team.

The programme structure alternates between foundation retail topics led by retail expert James Burke and contributions from external expert speakers. Its unique style involves high levels of participation from delegates and capitalizes on peer learning expertise within the group.

The programme includes complimentary registration to Day 1 and Day 2 of the Retail & Digital Summit in Citywest Convention Centre!

The Outcomes

Having completed the programme, participants will gain the following:

- Vastly increased competence and confidence
- Improved time management
- Strengthened management skillsets
- Enhanced ability to further develop aggressive sales growth strategies
- The capability to monitor and improve store performance through a greater understanding of key financial measures
- Stronger awareness on dealing with day to day HR issues
- Excellent comprehension of loss prevention tactics
- A clear understanding of KPIs (Key Performance Indicators)
- The knowledge to empower and lead a first class service culture
- A set of tools and resources to empower the manager in all areas of their day to day role

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How to Evolve a Retail Business Over 40years to Remain Relevant to Customers Today Rebecca Harrison, Fishers of Newtownmountkenny



Becci is owner of one of Ireland's finest stores. Becci will share her amazing story of trading for the past forty years. How the business has changed to match consumer trends and demands.

Strengthening Management Skillsets | James Burke, James Burke & Associates

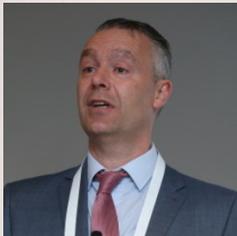
This workshop will focus on the broad management skills required to run a business. It will act as a foundation for the entire programme as its content will improve the broader management skillsets of each individual delegate. This workshop will focus on the following topics:



- Defining management
- Understanding the role of management
- Motivating your team
- Creating daily plans and work structures
- Setting daily and weekly objectives
- How to cope with the unexpected
- The right balance between shop floor & administration tasks
- Meeting goals

Prevention by Engagement | Michael Neary, Loss Prevention Manager Harvey Norman

This is a highly informative presentation covering loss prevention which is very much an issue in all retail businesses.



- How do losses occur in the retail environment
- Prevention is the key
- Differentiating between internal and external factors
- How to combat losses by using existing resources
- Professionalise your business' approach to combating losses
- New trends

Good People Management | Tommy Smyth, MD Tom Smyth & Associates

This session will bring a clear and up to date understanding of best HR practice and open the floor for an intensive Q&A session.



- Essential HR documents
- Most common workplace problems
- Leave entitlements
- Absence | lateness management
- Dealing with legacy staff – what a new manager needs to know
- Dealing with difficult team members within a small working environment
- Performance appraisals
- Simple tips on running your HR function smoothly

A Gathering of Thoughts

At the end of each day, James will work with delegates to put their key learnings on paper so that they have a clear 'get into action' list on returning to their store next day. Delegates are encouraged to devote this classroom time to put together a strict personal plan to help motivate themselves straight away on returning to the store



Making it Happen

At the opening session each day, James will facilitate a group discussion on what delegates have put into action and what the outcome was. Participants work in groups to encourage interaction and sharing of information.

Developing Aggressive Sales Growth Strategies

Growing sales in retail, by its nature, has to be an aggressive process. This demands a high level of energy, focus and planning from managers and this session will allow delegates to gain an insight into the tools which will help them grow sales. The workshop will cover topics such as:

- **Creating a target driven sales culture within the business**
- **Exploring the dynamics of setting accurate sales targets using weekly management meetings to review progress and action new initiatives**
- **Driving sales through promotions**
- **Highlighting promotional activity**
- **Developing a marketing plan**
- **Using local PR to raise brand profile**
- **Understanding the importance of targeting**
- **Ready for business best practice**
- **Managing out of stocks and lost sales opportunities**
- **Harnessing the staff element in sales growth**
- **Exploring guerrilla marketing tactics**
- **Understanding the role of social media in retailing**

This workshop will also explore the role of the manager and how their direct input can impact significantly on the sales value of the business.

Understanding Key Performance Indicators (KPIs)

David Fitzsimons, Group CEO Retail Excellence



KPIs can be defined as measures which provide managers with the most important performance information to enable them to understand the performance level of their store and the wider organisation. KPIs should clearly link to the strategic objectives of the organisation and therefore help monitor the execution of its business strategy; 'If you can't measure it, you can't manage it'. The trouble is many companies don't know what to measure. The result – bad management, mixed messages, confusion and employees focussing on the wrong thing. KPIs need to be handled with care. David will delve into the world of KPIs and explain how to set and measure those most relevant to your business.

How to Disrupt A Retail Sector and Stand Out From the Crowd,

Paul Cunningham, Cunningham's Pharmacy Group.

Paul is one of Ireland's most innovative retailers. His new pharmacy store format in Athlone is one of the best in Europe. Cunningham's Pharmacy, Athlone is the Retail Excellence Pharmacy Store of the Year winner 2020.



How to Effectively Manage a Store - Eamon Kelleher, Co-Op Superstore, Cork.

Eamon won the Retail Excellence Manager of the Year Award 2020. Eamon is a sensational store manager and he will share what excellence in store management looks like.



Monitoring and Improving Store Performance – Understanding Key Financial Measures James Burke

This session will identify all of the key financial measures a manager should use to monitor store performance and determine actions appropriate to improving poor performance under each of these measures. We will also focus on understanding the finances and financial mechanisms necessary to run a successful retail business.

- **Understanding key financial measures**
- **Top negotiation tips to secure a better deal**
- **How to achieve maximum support from your suppliers**
- **Creating your own financial dashboard to help run the business**
- **Understanding how to create and monitor targets**
- **Margin management and opportunities**
- **The importance of USP in your business**

Empowering and Leading a First Class Service Culture Alf Dunbar, founder You Are The Difference programme

The session will provide simple tips and tools to help you to coach and motivate your team in raising the customer service bar to a new level.



Customer Experience – A Manager's Most Powerful Tool Susannah Hewson, Owner, CX Change



Susannah works with businesses to help improve the customer experience (CX). In this session, Susannah will give you a clear understanding of what customer experience (CX) is and its commercial benefit to your business. She'll discuss how you can use CX to improve staff morale and retention, customer advocacy and sales. Susannah's background is social science and has worked with brands such as Golden Discs, Easons and Bank of Ireland.

Understanding What Customers Want & Delivering That with True Passion – Anthony Gallagher, Owner, Petstop.

Anthony operates one of Ireland's most successful retail operations. Anthony has overseen the roll-out of a new and exciting retail format which boasts lots of in-store experience and services. Petstop Limerick is the Retail Excellence Pet Store of the Year winner 2020.



Delivering a Bespoke Action Plan

During the final management session, each participant will create a 12 month sales growth plan bespoke to their own business. The objective of this plan is to ensure programme learnings can be converted into real outputs. The sales growth plan will include content on:

- **Actions arising from the business SWOT**
- **Marketing and digital marketing plans**
- **Staff training plans**
- **Free PR activity**
- **Profit improvement steps**



In Conversation With.....

Some of Ireland's leading young entrepreneurs in conversation with James Burke. Have your questions ready!

How to Turn Your Store into a Destination - Fergal Doyle, Co-Owner, Arboretum.

Fergal and his family have created an amazing destination garden centre in County Carlow. The store is one of the best in Europe and it boasts lots of customer experiences and sensational hospitality. Arboretum, Carlow is the Retail Excellence Garden Centre Store of the Year 2020.



The New Future of Retail Matthew Brown, Director The Echochamber

In a highly visual and entertaining presentation, retail trend hunter Matthew Brown will show how most innovative brands are changing bricks and mortar stores and putting the customer at the heart of retail in order to create a seamless brand experience.

Presentation of Management Development Programme Certificates with Jean McCabe, Owner Willow and Deputy Chair Retail Excellence.

Day Five and Day Six - 19th and 20th May

Complimentary attendance to day one and two at the Retail & Digital Summit in Citywest Convention Centre.

BOOKING INFORMATION

Dates Wednesdays: 11th March | 25th March | 8th April | 22nd April

Location Crowne Plaza Hotel, Blanchardstown

Investment €975 [Ex VAT@23%]

Group Rates Fee includes course material, refreshments, light lunch and attendance at the Retail & Digital Summit on Tuesday 19th and Wednesday 20th May 2020 in Citywest Convention Centre. Payment must be received prior to programme commencing by registering online at www.retailexcellence.ie.

For information on group rates (5+ delegates) contact Antoinette@retailexcellence.ie

Accommodation Retail Excellence has agreed a discounted rate with the Crowne Plaza Hotel Blanchardstown. However, there are a limited number of rooms available at this rate so early booking is recommended.

The room rate is €129 B&B Single | €139 B&B twin/double | Phone: 01 897 7777. Please inform reservations that you are attending the Retail Excellence Management Programme when you are booking in order to avail of this rate.

Further Information Contact Antoinette@retailexcellence.ie | 065 6846 927

Changes to bookings:

All cancellations must be made in writing to Antoinette@retailexcellence.ie on/before Wednesday 19th February. No fees will be reimbursed after this date however substitutes may be made at any time.

Cancellation or Alteration:

Retail Excellence reserves the right at any time to cancel or alter the date of the event, change the venue or speakers. In these circumstances, any liability will be strictly restricted to the delegate fee paid. Retail Excellence will not be held responsible for any transport, accommodation or other costs incurred by delegates.





“ All the information was exactly what I needed to put everything in place back at my store... ”

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“ This is a programme every manager should experience - it is a total gamechanger... ”

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