

CONVENIENCE LEADERSHIP PROGRAM

The Competitive Edge

MELBOURNE:
10-12 July
2012

AACS
AUSTRALASIAN ASSOCIATION OF CONVENIENCE STORES

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WANT TO STAY AT THE FOREFRONT OF YOUR INDUSTRY AND LEARN FROM SOME OF THE BEST IN THE TRADE? *NEED HELP TO DEVELOP LEADERSHIP AND RETAIL STRATEGIES THAT WILL SUSTAIN YOUR COMPETITIVE ADVANTAGE?* **JOIN AUSTRALIA'S FIRST ANNUAL CONVENIENCE INDUSTRY LEADERSHIP PROGRAM.**

The **AACS** residential program, developed in partnership with world leading simulation learning expert Idria, will provide insight into the latest retail trends and equip you with the tools needed to stay ahead of the game. This practical program features world class speakers and covers everything from marketing to strategy development and leadership skills. This will be an intensive learning packed three days with participants arriving 4 pm the day prior to check in.

DESIGNED FOR

Leaders and aspiring leaders working in the convenience industry. The program is particularly well suited for category and marketing managers, account managers and directors, area and regional managers, retailers, suppliers and service providers.

CONTENT

- **Retail marketing** - The latest trends in social media and retail marketing.
- **Retail resource management** - Improve your business efficiency levels and overcome resource challenges.
- **Business strategy development** - This exciting business simulation workshop will develop your business acumen and leadership skills.
- **Trends in the convenience industry** - 2012 and beyond.
- **Innovation** - Learn how innovation can have a positive impact on your business.
- **Leadership** - Effective leadership can make or break a business.
- **Food industry update** - The latest trends.
- **What are c-store customers looking for in foodservice?** Market (customer) expectations.
- **How are c-retailers responding?** Broad overview of current foodservice practices – US and abroad.
- **What are the expected International trends going forward?**
- **From what we have seen, consider Market expectations vs. c-store practices – do they match?**

How can we ensure we are meeting while exceeding customer need states?

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FACILITATORS

Steve Ogden-Barnes:

Retail Industry Fellow. Unit Chair for Practicum and Internships. Deakin Graduate School of Business. Steve will provide an overview of his research into sales promotion effectiveness and marketing decision-making, specifically in relation to sales promotions as well as case studies into actual results.

Dr Nancy Caldarola, PhD, RD:

Education Director, NACS CAFÉ US. Nancy will join this program from the US and will cover insight into best practice, consumer insights, trends in convenience retailing, food trends and case studies on initiatives and innovation, systems and processes that have contributed to growing and driving food service. You will see some best in class examples of food retailing and understand how Foodservice in the US and globally will be driving c-store profitability.

Geoff Wright:

Geoff is a Certified Practicing Accountant with a wide range of experience including accounting firms, senior roles in the public service including State Director of South Australia's Department of Social Security, Geoff has also been the CEO of a medium sized construction company and was Program Director, Customised Programs for the Mt. Eliza Business School.

Dean Aitken:

Dean has been involved in workplace facilitation for just over 20 years in numerous industries. He is an experienced trainer and sales person with an extensive background in interpersonal skills training and customer focused industries.

Joanne Marriott:

Joanne Marriott is an accomplished consultant, trainer and facilitator with a successful 20 year management career across a broad range of industries, including Fast Moving Consumer Goods, Hardware, Hospitality, Financial Services and the Not for Profit sector. Joanne's marketing and management expertise has been gained in her native Canada and since 1997 in Australia.

CONFERENCE LOCATION:

Sebel Heritage Yarra Valley

COST

\$3,900 plus GST

BOOKINGS:

Please contact Jeff Rogut, Executive Director AACCS on

0467 873 789 or email jeff@aaccs.org.au

PLEASE NOTE THAT PLACES ARE LIMITED

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