

# IMS RETAIL UNIVERSITY

International Workshop Description

*Results Count ... everything else is conversation.*



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## COURSE OVERVIEW

The challenge for many retail teams is trying to serve retail needs on an international basis. Serving worldwide retail is an increasing demand for product, marketing, merchandising and supply chain teams. This workshop is an intense overview of international retail dynamics and trends. The focus of this one day workshop is to provide teams with international perspectives on retailing through different channels and different geographies. This course enables you to take a broader, international perspective when planning for retail execution across regions with different seasonality, retail models and supply chain dynamics.

The range of topics covered includes:

- International perspectives on retailing dynamics, trends and critical success factors
- Retail business models ... similarities and differences across channels and markets
- Distribution models: direct, two-step distribution
- Supply chain models and dynamics across different regions
  - Marketing and merchandising perspectives for international retailing

Attendees will learn:

- About the day-to-day experience of working with retailers
- What it take to succeed in the retail channel
- How to successfully launch and sustain a product via retail
- What retail partners are expecting

NOTE: This workshop is designed to include customized content from Subject Matter Experts (SMEs).

## TARGET AUDIENCE

This Workshop is appropriate for anyone who touches anything retail in their daily responsibilities. It has been regularly offered to new hires or new transfers into retail. It is ideally suited for participants with up to 5 years of experience.

Examples of the target participants by role or discipline are: Partner Account Manager, Product Marketing, Sales Leadership, Account Management, Partner, Segment or Audience Marketing, Marketing Sciences, and Business Support.

### Facilitator's Background:

The course is led by Dr. Chris Petersen, who has over 30 years of experience in retail business strategy. He has been offering Retail University workshops worldwide for Fortune 500 companies for the 25+ years.

*IMS Retail University has over 15,000 graduates in 40+ countries.*

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## EXPECTED BUSINESS OUTCOMES

1. Increase understanding and awareness of both the similarities and differences required to execute retail processes across multiple markets and geographies.
2. Highlight the dynamics, critical timing and processes required to execute international retail implementation efficiently and effectively.
3. Illustrate the business-to-business drivers, metrics and success factors across different retail markets and retailing models.
4. For all participants, establish knowledge and understanding of core concepts and skills required to execute international retail requirements:
  - International retailing dynamics, trends and best practices.
  - Different retailing and distribution models worldwide.
  - Similarities and differences in timing, business drivers and execution requirements.
  - Distribution models and supply chains required worldwide.
  - Marketing and merchandising perspectives and planning requirements.
  - International retail legal perspectives and requirements.
  - International Go-To-Market perspectives for products and categories.

## LEARNING OBJECTIVES

***The goal of RU International is to help participants apply the knowledge to improve international retail execution and efficiency across different geographies and markets.***

Benefits of Attending RU International include:

- Increased awareness of international retail dynamics affecting timing and success.
- Models for better planning and forecasting international execution.
- Sensitivity and strategies to improve distribution.
- Models for understanding international supply chain requirements and efficiencies.
- Considerations and perspectives on how to improve international retail execution:
  - International marketing dynamics and effectiveness.
  - Means to improve merchandising synergies and efficiency.
  - Legal issues and requirements.
- Improve overall satisfaction of “internal” groups with international retailers:
  - On cycle execution via seasonality and market dynamics.
  - Local and regional business drivers.
  - Synergy in processes and timing of go-to-market.
  - More cost effective ways to localize “content” and marketing vehicles.

## OPPORTUNITIES TO CUSTOMIZE RETAIL UNIVERSITY INTERNATIONAL

Retail University content and curriculum can be customized. In addition for the core concepts and metrics, the content examples and case studies can be customized in a number of ways:

- Case examples of retailers and dynamics.
- Review of region specific channels and retail market makers.
- Specific examples and trends.
- Trends and impacts of global retailers entering markets new markets / regions.
- Specific SMEs input on key execution areas:
  - International supply chain management and execution.
  - International marketing, merchandising, planning and forecasting.

