



# Category Management Training Workshop Sample Agenda

## Day 1

- 9.00am – Introduction
- 9.45am – Category Management Perspectives
- 10.45am – Morning Tea
- 11.00am – The Category Management Framework
- 11.30am – Creating a High Performance Fact Base (Part 1)
- 12.45pm – Lunch
- 1.30pm – Creating a High Performance Fact Base (Part 2)
- 2.00pm – Developing a Winning Category Strategy
- 3.15pm – Afternoon Tea
- 3.30pm – Linking the Category Management Framework
- 4.00pm – Summary, Learning Review and Q& A Session
- 4.30pm – Close

## Day 2

- 9.00am – Introduction and review of Day 1
- 9.45am – Communicating your Strategy
- 10.45am – Morning Tea
- 11.00am – Accelerating the Value Delivery
- 12.30pm – Lunch
- 1.15pm – Focus Session: Stakeholder Engagement
- 2.15pm – Benchmarking and Managing Category Performance
- 3.00pm – Afternoon Tea
- 3.15pm – Enabling Great Category Management
- 4.00pm – Summary, Learning Review and Q& A Session
- 4.30pm – Close

