

PLMA'S ONLINE Executive Education Programme

Wednesday, 28 February 2024

- 09.30 – 09.45 Welcome, *Peggy Davies, President, PLMA*
Introduction, *Edgar Elzerman, Owner, Elzerman Consulting*
- 09.45 – 10.30 **Retail Trends and the implication for Private Label**
Ray Gaul, CEO, Retail Cities
- 10.30 – 11.15 **Product Innovation and Packaging: Winning Sales at the Shelf**
Marielle Bordewijk, Founding partner, Food by Design
- Virtual coffee break
- 11.30 – 12.15 **Panel Discussion: Best Practices**
Shaping a Strong Retailer – Manufacturer Relationship
Moderated by: Edgar Elzerman
- 12.15 – 12.30 Summary and Take-aways

Thursday, 29 February 2024

- 09.30 – 09.45 Welcome and Introduction 2nd day
- 09.45 – 10.30 **Right Sizing Private Label Strategies in Today's Market**
Edgar Elzerman, Owner, Elzerman Consulting
- 10.30 – 11.15 **Know your Buyer, Sell More and Sell Better**
Karen Green, Founder and Coach, Buyerology Ltd.
- Virtual coffee break
- 11.30 – 12.15 **Neuro Marketing driving Private Label Sales**
Tim Zuidgeest, Co-founder/CEO, Unravel Neuromarketing Research
- 12.15 – 12.30 Summary and Take-aways

Registration Information

Tuition is €95 for retailers and members, and €225 for non-members.
All fees are exclusive of 21% Dutch VAT.

*Final times and order of speakers are preliminary and may be subject to change.
Classes will be conducted in English. The time zone of this online programme is Central European Time (CET)*

Private Label Manufacturers Association – International Council