



Schulich
School of Business
Executive Education Centre

Understanding the Modern Shopper: Consumer Insights for Omnichannel Retailing

Learn the new insights science that informs consumer behaviour in an 'always on' omnichannel retail environment – shoppers have a new consideration journey, changing expectations, and novel technology-based behaviours.

SEEC Moments of Insight include:

Features insights derived from new brain science data which are perception-based and context-independent.

Deals with processes of the subconscious brain before they are altered in response to external social factors.

Translates into real, tangible, practical ways to inform retailing practices, whether in physical, digital, or virtual media.



Register for an Upcoming Session:

July 17 - 19, 2017
Nov. 29 - Dec. 1, 2017

What Participants Say About SEEC Programs:

"I valued the combination of theory and hands on application of the strategies provided to us."

Jacqueline McAskill, Product Manager
LCBO

"The course is well structured with enough material to provide in depth knowledge as well as methods to apply the material taught."

Sharma Munish, Process Improvement Manager
Loblaws Companies Ltd.

"This course will truly help improve the way I manage my team in the future."

Karen Leung, Operations Manager
Shoppers Drug Mart

"Great content-presented in an easy to understand format with enough challenges/activities to help really bring the message home."

Ron Kornblum, Director
Walmart

Register Today / Complete Details

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Understanding the Modern Shopper: Consumer Insights for Omnichannel Retailing

Press your competitive advantage with new shopper science!

The most active shoppers are now the technologically savvy 'Digital Natives'.

They're advising every generation, including Boomers, on what to buy, and **they expect the convenience associated with a converged retail experience** beyond bricks and mortar. To fully understand what motivates them in the new retail reality of mobile, social, digital, and omnichannel requires **more than outdated approaches and methodologies like surveys and focus groups**. It requires insights from the perception-based brain science of shopping and consumption across physical, virtual, and mobile environments.

With content derived from course instructor Dr. Brynn Winegard's knowledge and research at the intersection of retail, marketing, business, neuroscience and psychology, this program will give participants **fresh, new actionable insights that will help them survive and thrive in today's retail environment by understanding their consumers more comprehensively than ever before.**

Top Take-Aways

1. Insights into the modern shopper: a **comprehensive profile**
2. Technology shifts in retail and their **implications for your business**
3. Retailing in an omnichannel modern context: **challenges and opportunities**
4. How to navigate the shifting sands of **changing shopper expectations**
5. **Flaws in historical consumer research** and traditional approaches to disregard
6. How to **understand and fully leverage** all aspects of the new science of shopper insights
7. The **future of shoppers, shopping, and insight science**: preparing the organization for what's ahead

Who Should Attend

This program will be invaluable to **sales, business and marketing managers from the retail and manufacturing sectors** responsible for increasing topline sales, including those from:

- Major corporate chain retailers
- Small, medium and independently owned retailers
- Major manufacturers of consumer packaged goods and fast moving consumer goods
- Manufacturers, distributors or any business selling directly into retailers

Personnel from **advertising agencies, market research firms, and retail environment suppliers** will also gain valuable new insights which they will be able to translate into added value for their retail-based clients.

Overview of Learning

The Modern Shopper: A Profile

- Who the Modern Shopper is and isn't
- Demographic shift
- Socioeconomic shifts

Technology Shifts in Retail

- How technology is driving change in retail media
- An overview of new retail media: omnichannel, digital, social, mobile

Retailing in a Modern Context

- The importance of omnichannel offerings
- The importance of 'always on' retail media

New Shopper Expectations

- What shoppers have come to expect from retailers
- Where consumer expectations are heading
- Future projections on marketing, retailing
- What we need to prepare for

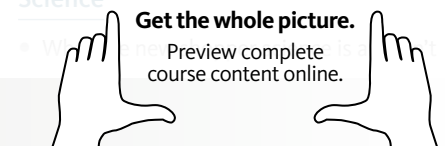
Flaws in Historical Consumer Research

- Why historical consumer research is flawed
- The social and conscious processes that contaminate responses and historical consumer insights research (e.g. focus groups, surveys)

A New Shopper Insights Science

- Why new retailing realities requires a new shopper science
- Importance of context-independent, perception-reliable research

How to Understand the New Shopper Science



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More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380
or email excedinfo@schulich.yorku.ca

Dates & Locations:

July 17 - 19, 2017
Miles S. Nadal Management Centre

Nov. 29 - Dec. 1, 2017
Miles S. Nadal Management Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change