Retail Promotions and In Store Activation Planning

Sales and Marketing

Course Overview

Retail Promotions and In Store Activation Planning: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Retail Promotions and In Store Activation Planning
- Apply practical tools and techniques for Retail Promotions and In Store Activation Planning in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Retail Promotions and In Store Activation Planning in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Retail Promotions and In Store Activation Planning: principles, terminology and context
2. The business case: why Retail Promotions and In Store Activation Planning matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Lagos	**$1,550**
9 to 13 Nov 2026	Pretoria	**$1,650**
16 to 20 Nov 2026	Harare	**$1,450**
23 to 27 Nov 2026	Cairo	**$1,550**
30 Nov to 4 Dec 2026	Windhoek	**$1,650**

7 to 11 Dec 2026	Dar es Salaam	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.