

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

Project managers, project engineers, planners, PMO staff and team members involved in delivering projects of any size.

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)
5 to 9 Oct 2026	Durban	\$1,395
12 to 16 Oct 2026	Accra	\$1,650
19 to 23 Oct 2026	Online	\$750
26 to 30 Oct 2026	Johannesburg	\$1,650
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

LTC Consultants

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