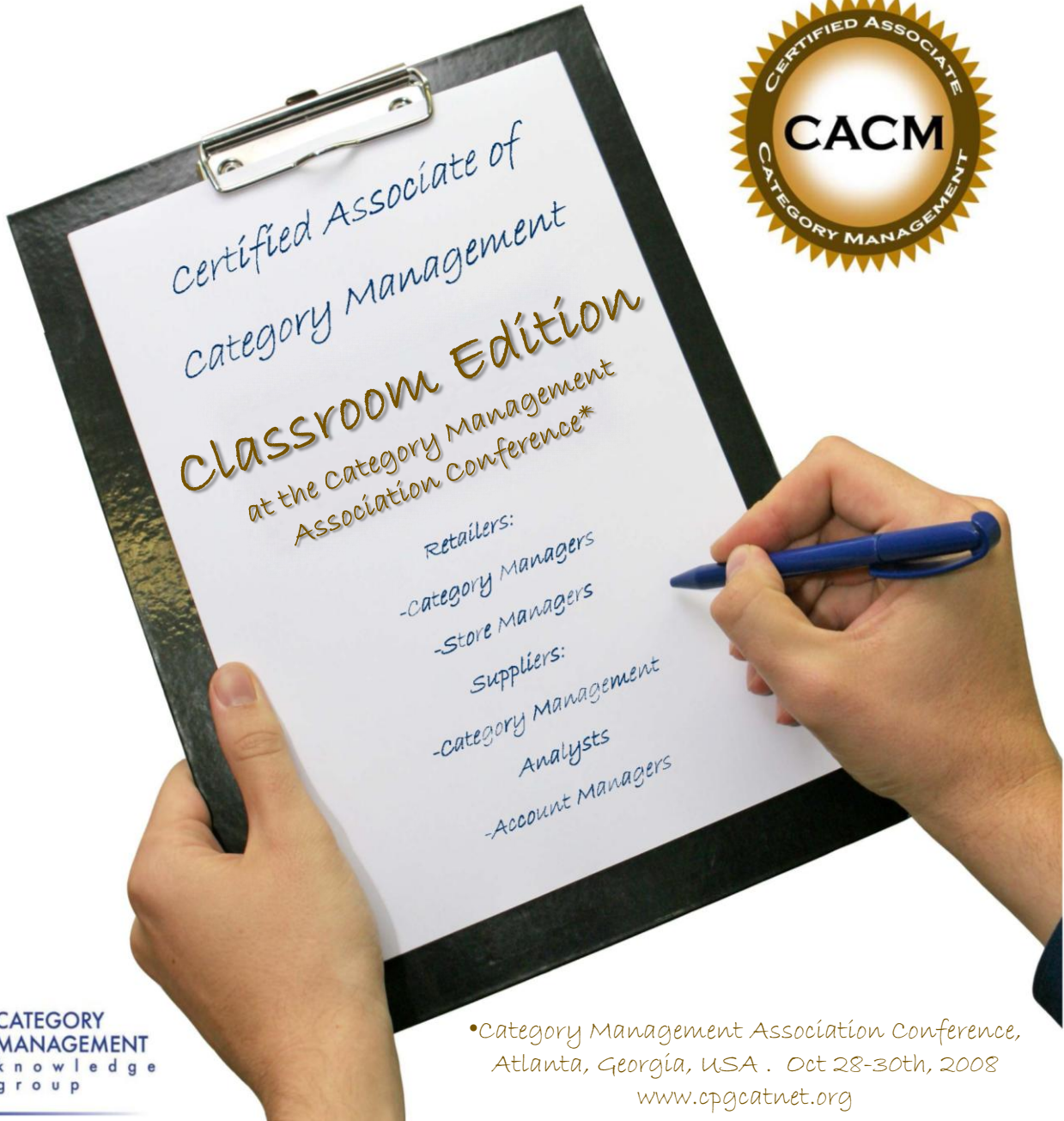


The Category Management Knowledge Group presents ...



CATEGORY
MANAGEMENT
knowledge
group

•Category Management Association Conference,
Atlanta, Georgia, USA . Oct 28-30th, 2008
www.cpgcatnet.org

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Certified Associate in Category Management

Accomplishment
Knowledge
Certification
Competitive Edge

CACM
Classroom
Edition:
\$2000.00 USD

Two components to the CACM program:

1. Classroom Training:

- Category Management Overview
- Retailer Strategy
- Category Definition & Segmentation
- Category Roles
- Category Strategy
- The Basics About Data
- Data Sources Overview
- Category Assessment
- Sales Fundamentals
- Category Management on Limited Data
- Implementing a Category Management Plan

Training dates:

Sunday, October 26th and
Monday, October 27th
(9am-4:30pm)

2. Testing & Certification:

- ❖ 3 online quizzes to prepare for the final exam
- ❖ One CACM Study Guide for review, study and future reference
- ❖ One final exam and one CACM Case Study for Certification Testing (participants will get their CACM Designation upon passing the final exam and case study)**

At the completion of this course, participants will be able to:

- ❖ Define category management
- ❖ Segment a category
- ❖ Assign category roles
- ❖ Explain the importance of retailer strategies in CM
- ❖ List the data sources used in CM and their associated "watchouts"
- ❖ Identify the sales fundamentals and their basic measurements
- ❖ Complete a category overview and action plan
- ❖ Use a personal a roadmap to generate quick wins in CM

Participants who sign up for the classroom program receive **free access to CMKG's video training library for one year** (a \$1200 value!)

**** The certification portion of the program will be completed outside of the classroom training. This certification is under review for endorsement by www.cpgcatnet.org's standards committee**