

SPECIAL OFFER to AFGC MEMBERS: Food and Grocery Executive Program

21-26 September 2014

Melbourne Business School - Mt Eliza Executive Education



For AFGC Members: The AFGC are putting together a group to send to this year's program. The program fee of \$7,670 plus GST will be reduced by **20% per person for a minimum of 5 participants** from AFGC members. The discount will be lower for a smaller group - 15% per person for 4 people and 10% off for 3.

The course is a unique blend of personal development, enhancement of professional skills, industry forum, practical learning experience and networking opportunity. The program method involves formal lectures from our international faculty, industry leaders as guest speakers, moderated forums, open workshops, case studies on live issues, field trips, group discussions and presentations. A feature of the program is the extensive use of syndicate groups involving participants from different parts of the food and grocery industry in assessing the implications of materials presented, group assignments, case studies and discussion of industry issues.

What 2013 participants said:

- "Insightful, relevant, very well facilitated and a great investment of time. Liked the breadth of subjects covered, the learning environment and the course style"
- **"Very enjoyable and extremely beneficial"**
- "A great opportunity to step outside the business and understand the wider issues and trends. Good opportunity to ask questions of senior people in the industry"
- **"Excellent. Really enjoyed it. Liked the variety of activities, the range of participants, the guest speakers, the field trip and all the insights"**
- "Thoroughly enjoyable. Liked the culture and environment which encouraged creative thinking in a non-judgmental environment"

Who should attend?

The program is specifically designed for Directors and Managers in such areas as:

National Sales	Key Accounts	Regional/State Management
Trade Marketing	Retail Operations	Supply Chain & Logistics
National Marketing	Customer Development	Promotion and Advertising
General Management	Category Development	Financial Management
National Accounts	Senior Brand Management	

To express your interest in sending delegate(s) as part of the AFGC group please contact Sam Blake on Tel: +61 2 6270 9007 Mob: + 61 439 585 073 or samantha.blake@afgc.org.au.

Further information: The course is fully residential (Mt Eliza Executive Education) and accommodation is provided on site for all participants. For more information about the program or any general information about the Institute of Food & Grocery Management please contact Anita Pike, Program Manager, Institute of Food & Grocery Manager
T + 61 3 8640 0947 or M +61 411 238 883
F +61 3 8678 1835 apike@streamwise.com.au

