



BRC RETAIL MASTERS PROGRAMME 2022

28TH FEBRUARY - 4TH MARCH

HELPING SENIOR RETAIL LEADERS TO TRANSFORM AND RESHAPE THEIR BUSINESSES FOR 2022, AND BEYOND

PROGRAMME SUMMARY

The BRC Retail Masters Programme is a rare opportunity for retail business leaders to get an unobstructed view of the evolving landscape of retail post-pandemic and understand how best to position their businesses for growth. The intensive, blended programme will give delegates a unique learning experience, surpassing the day-to-day challenges of running an organisation to tackle key issues and future trends.

THE BENEFITS OF ATTENDING

As a delegate on the Masters you will interact with eminent retailers and leading experts to explore the shape of retail and developments which will determine the industry's onward success. Through discussion, debate and the sharing of research and insights, you will gain an unparalleled view of retail in 2022 and beyond.

How will this be achieved....

Leading your business to future success

You will get the opportunity to work with experts and contributors to understand how businesses can excel, managing the wider external influences and trends, and position your business for the future.

Developing Leadership Capability

Providing you with the opportunity to deep dive into a range of in the moment optional workshops to stretch your thinking, themed around the concepts of the programme.

Future proofing business - applying the learning

You will apply your learning to a range of business case studies and then present your conclusions to an expert panel.

PROGRAMME STRUCTURE & FORMAT

The course is a blended programme and will run from Monday 28th February to Friday 4th March 2022. Days 1 & 2 will be held virtually. Day 3 will involve travel to Central London followed by an afternoon/evening face-to-face networking event with a keynote speaker. Days 4 & 5 will be held face-to-face in our iconic Form Rooms, the new home of BRC.

PRICING

£2,236 + VAT for members

£2,795 + VAT for non-members.*

Contact us for an early bird discount.

*This excludes travel and accommodation for the nights of the 2nd & 3rd March but will cover an evening meal on the 2nd March, lunch and refreshments during the face-to-face elements of the programme on the 3rd and 4th March. BRC can provide you with our preferred hotel suppliers, who may offer accommodation discount. **An early bird booking discount will be applied if your space is confirmed by the 3rd January 2022.** Please get in touch for further information.

CONFIRMED SPEAKERS FOR 2022



BEN FLETCHER
CFO
The Very Group



JOHN COLLEY
CEO
Majestic Wine



OLGA NAZARKOVA
CEO
Funky Pigeon



PAUL MARCHANT
CEO
Primark



STEVE FINLAN
CEO
Wine Society



HELEN DICKINSON
CEO
British Retail Consortium



JONATHAN REYNOLDS
Academic Director
Oxford Institute of Retail
Management
Saïd Business School



LISA BYFIELD-GREEN
Research Director
Retail Week



MIKE PARKES
Partner
Momentum Results LLP



SOPHIE BIRSHAN
Head for Multicategory Retail
Google



The BRC Masters was selected as an important component of a new year long accelerated development programme that we launched in late 2019. The content was highly relevant, engaging and thought provoking and feedback from the Asda cohort was very strong indeed.

Craig Whaites, Senior Manager, Leadership & Learning at Asda



My week spent on the Masters Programme was invaluable. The insights, lessons and ideas shared by both the amazing guest speakers and the rest of my cohort have really stuck with me; I learned a lot around authentic leadership, which was amply demonstrated throughout the week. Since returning to my 'day job', I've been able to make positive changes in my leadership style, and have a renewed sense of confidence that grew during the Masters week. I've shared lots of my learnings with my peer group—and have recommended everyone attend.

Lauren Seabrook, Head of Merchandising, The Perfume Shop



I thoroughly enjoyed the Masters course. It was an honour to have had the opportunity to hear from, and be surrounded by, so many interesting, intelligent and inspirational people in retail. It was a wonderful forum to establish connections with people from such a variety of retail backgrounds, a great space for learning, asking questions, having debates but also reassurance of similar views on the retail landscape.

Katy Norton, Head of Buying, Hobbycraft



GET IN TOUCH, PLEASE CONTACT:

VICKI YOUNG, HEAD OF LEADERSHIP PROGRAMMES & EVENTS, BRC LEARNING



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