



BRC RETAIL MASTERS 2024

Become a Retail Master

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AT A GLANCE

Elevate your executive journey with the BRC Retail Masters –a transformative experience tailored for senior decision-makers seeking to harness the power of collaborative learning and executive networking.

Set against the backdrop of London's vibrant heart, the iconic BRC headquarters – The Form Rooms - hosts this exclusive 4-day course annually in early March.

As a gateway to external thinking, the programme is designed for seasoned professionals seeking fresh perspectives. It has had a profound impact, nurturing minds who long held strategic roles but now seek new challenges; or strategic leaders transitioning from diverse industries into retail find this programme invaluable; or as an invaluable compass for senior executives who put staying ahead at the forefront of their thinking.

Central to the experience is a commitment to redefining retail excellence, meeting head-on the challenges of today and uncharted territories of tomorrow. Through dynamic discussions and visionary-led panels, participants plunge into an ever-evolving array of pertinent subjects that impact the industry at that very moment.

Join us for the BRC Retail Masters and embark on an unparalleled journey of expanding your thinking and gaining valuable insights into how retail businesses can thrive in today's ever-changing landscape.



OUR UNIQUE APPROACH

Prepare your organisation for the future by learning about the latest trends and leadership strategies directly from top retail experts.



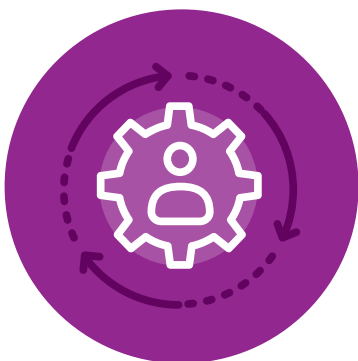
Explore

How to create an agile, resilient, data savvy business against the backdrop of current industry topics such as Sustainability, Digital & Inclusion, develop leadership capabilities and apply these to a strategic live case study.



In-person

No more online, impersonal programmes that don't encourage debate or provoke creativity. Leaders will be encouraged to engage in a unique peer-to-peer setting with unrivalled access to keynote speakers and networking opportunities.



One of a kind

Every year the course evolves to include the most current industry trends and strategies, directly from retail industry experts and the BRC.



HERE'S AN OVERVIEW OF OUR

DAY 1



On the first day of the programme, delegates will dive into the latest macro trends shaping the retail industry. They will gain insights into the dynamic and ever-changing nature of the sector and explore how retailers can better prepare themselves. Renowned experts, including insights specialists, CEOs, academics, and industry pioneers, will share their knowledge, providing a comprehensive understanding of the retail landscape. The day concludes with a networking event with their peers.

Building upon the initial learnings, Day 2 has a micro-focus on operational themes as delegates are introduced to the Business Strategy Review. These themes will cover areas such as customer, digital, sustainability, financial dexterity and talent. Delegates will be exposed to the impacts of the current market from these different perspectives, with external guest speakers bringing these insights to life.



DAY 2

EXCITING 4-DAY PROGRAMME

DAY 3



Delegates attend tailored syndicate sessions led by industry experts and practitioners. These sessions delve into essential topics such as Business Transformation, Inclusion and Culture and the intersection of these within the Government and the future of the retail industry. Participants will engage in interactive discussions and gain valuable insights to enhance their strategic capabilities. In addition, they will participate in experiential activities to gain an in-depth understanding of their chosen organisation for the Business Strategy Review, exploring its core elements as they move towards their final presentations.

The final day of the programme marks the culmination of a week of intensive learning. Delegates will present their Business Strategy Reviews for their chosen organisations to a panel of experts. This session serves as a platform for participants to showcase their enhanced knowledge, refined thought processes, and strategic thinking developed throughout the programme. The day concludes with an inspiring fireside chat featuring a prominent CEO, providing valuable insights and reflections.



DAY 4

PAST SPEAKERS HAVE INCLUDED



Kitty Usher

Chief Economist at The Institute of Directors



Sophie Birshan

Head of Multicategory Retail at Google



Jason Cotta

CEO at Ole & Steen



Paul Marchant

CEO at Primark



Ben Fletcher

Chief Financial Officer at The Very Group



John Hoyle

Founder & CEO at SOOK

WHO'S THE RETAIL MASTERS FOR?



The Masters is designed for senior leaders responsible for driving the strategic direction of a business.



It welcomes delegates from companies of any size, ranging from independent business owners or entrepreneurs to Directors at large multinational corporations.



Professionals from any function within the business are encouraged to participate, including commercial, operations, HR, finance, and more.





Why people have chosen the Masters in the past:

- **Desire for external perspective:** Many participants have chosen the program to gain access to external viewpoints and validate their current approaches. It offers an opportunity to sense-check strategies and decisions in a collaborative setting.
- **Transitioning into retail:** Senior professionals new to the retail industry have found the program invaluable for quickly getting up to speed. It provides a comprehensive understanding of the sector, enabling them to navigate the unique challenges and dynamics of the retail landscape.
- **Broadening industry perspective:** Participants seek a wider view of industry trends to break free from day-to-day mindsets. The program helps them gain insights into emerging trends and market forces, fostering a forward-thinking approach in their strategic decision-making.



How the programme helps leaders:

- **Multiple viewpoints:** The program facilitates access to diverse viewpoints from industry peers and expert thought leaders. By engaging in discussions and exchanging ideas, participants can challenge their thinking on current business issues, leading to enhanced decision-making and problem-solving.
- **Stay ahead of emerging trends:** The program keeps leaders updated on the latest trends in the retail industry. By understanding and anticipating upcoming threats and opportunities, participants can proactively future-proof their businesses and drive innovation.
- **Hands-on strategy development:** The program offers hands-on practice in developing innovative strategies. Participants have the opportunity to apply their learnings directly to their businesses, gaining practical experience and actionable insights that can drive growth and success.

COMPANIES THAT SEND DELEGATES

Wickes

Let's do it right

B&Q

Google

HOMEBASE

ALLSAINTS

Harrods

Iceland

PRIMARK®



Learning Outcomes, at the end of the programme delegates will:

- Have an improved understanding of the prevailing complexities of retail and what the near future holds
- Be able to understand how, as a leader, you balance all these complexities and the risk and benefits
- Learn from speakers' lived experiences to build their own pathway that will include its pitfalls and successes
- Apply their knowledge to a realistic business exercise in a safe and supportive peer environment
- Have a sound knowledge of the current themes surrounding Sustainability, Inclusion & Digital and how they can impact this
- Have renewed confidence and energy for their role within their organisation



DON'T TAKE OUR WORD FOR IT



I am thrilled to share my amazing experience on the BRC Masters. I had the privilege of working alongside some incredibly talented individuals where I gained valuable knowledge and fresh perspectives on the current and future of retail. We also had the amazing opportunity to hear and pick the brains of some exceptional guest speakers and leaders from within our industry, and I was blown away by the insights they shared with us.

Dom Hargrave
PRIMARK



The 4 day Retail Masters course completely exceeded my expectations. The days were jam packed with data & insight, inspiring speakers, all of which were experts in their field, and a incredibly supportive and interesting group of delegates from all spectrums of the retail industry. It is rare as senior leaders that we get time out of the day to day to learn, challenge and develop and this course allowed us to do it all. Amazing!

Natalie Anson
SIGNET JEWELLERS



I thoroughly enjoyed the course and got loads out of it. I left with my head buzzing with ideas and thoughts on how I can improve my leadership style and also what I can go back to my company within terms of areas to explore. The course was well organised and broad in terms of content, providing lots of food for thoughts and the opportunities to work alongside a great bunch of people from other companies.

Tor Powell
SUPERDRUG



What a week!, Challenging, Inspiring, Enriching .. a few words to describe what was an amazing experience. The well thought out activities and the broad range of expert speakers all contributed to what was an experience that challenged my thinking and gave me some invaluable insight. As always, any event or programme is only as good as the people that lead and participate in it, and I was privileged to be surrounded by an amazing group of my industry peers and world class facilitators

Marc Fensome
ICELAND

PRICING AND PROGRAMME DETAILS



DATES:

4th – 7th March
2024



LOCATION:

The Form Rooms, Covent
Garden, London



PRICING

Masters 2024

**Members
Earlybird***

**Non - Members
earlybird***

**Member
Standard**

**Non - Members
Standard**

£3,195

£3,435

£3,545

£3,805

Extra Information:

- This excludes travel and accommodation but will cover lunch and refreshments from the 4th to the 7th of March.
- *An early bird booking discount will be applied if your space is confirmed by the 30th November 2023.



The BRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The BRC is committed to ensuring the industry thrives through this period of transformation.

We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership comprises over 5,000 businesses delivering £180bn of retail sales and employing over one and half million employees.



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