



TRAINING

Trade Promo Optimization Masterclass

13 - 14 MAY 2025

PORTO



This 2-day masterclass offers the right path to successful Trade Promotion Optimization (TPO) projects for Consumer Packaged Goods (CPG) companies. Through interactive exercises, algorithm development, and real-world applications, you'll learn to create an actionable plan for a successful TPO project. The course focuses on optimizing promotional strategies, measuring ROI, and implementing data-driven TPO approaches to elevate your promotional planning and drive better results.

This is a unique learning opportunity to enhance your skills and knowledge!

Trade Promo Optimization

THE RIGHT PATH TO TPO PROJECTS

Learning Objectives

This masterclass provides a comprehensive roadmap to designing and executing successful Trade Promotion Optimization (TPO) projects. Participants will gain actionable insights and tools to:

- Master the fundamentals of TPO and understand its strategic impact on CPG businesses.
- Develop a clear action plan for successful TPO projects, focusing on ROI-driven goals.
- Build and apply algorithms to evaluate baseline performance, uplift drivers, and promotional outcomes.
- See how the application of a TPO algorithm on the promotional plan impacts its calendar.

By engaging with real-world scenarios and expert-led guidance, you'll leave ready to implement effective TPO initiatives.

For Whom?

This program is designed for professionals in Pricing, Revenue Growth Management, Marketing, and in IT and Projects, who aim to:

- Transition from traditional promo planning to TPO-optimized strategies.
- Leverage data-driven tools for measurable business impact.
- Enhance promotional effectiveness and improve margins.
- Take the role of Project Manager or Business Process Owner of TPM/TPO Solutions.

You'll Walk Away With

By the end of this TPO masterclass, you'll have the knowledge and tools to design and execute impactful TPO projects tailored to your business needs. This includes:

- A clear roadmap for developing and implementing successful TPO projects.
- The ability to measure ROI and demonstrate the value of optimized trade promotions.
- Hands-on experience creating algorithms to analyze baseline performance and uplift drivers.
- Practical skills to transform traditional promotional methods into data-driven, optimized plans for greater profitability.
- An end to end view of the implication of enabling TPO in your market.

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and knowledge!**

APPLY NOW!!!
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PROGRAMME

DAY 1

- Introduction to TPO and defining ROI for a TPO project.
- Hands-on exercise: Calculate ROI for trade promotion initiatives.
- Explore what a successful TPO looks like with practical examples.
- Develop a promotion plan using traditional methods and identify areas for improvement.

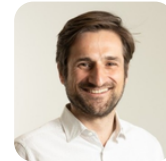
DAY 2

- Warm-up session to set the stage for advanced topics.
- Hands-on exercise: Build algorithms to analyze baseline sales and uplift drivers.
- Optimize promotion plans by applying data-driven algorithms.
- Present results, assess outcomes, and conclude with a winners ceremony.

MEET YOUR FACULTY

JULIEN GUYONNET

*Managing Partner
TPO-Partners*



Julien Guyonnet, Managing Partner at TPO-Partners, specializes in guiding CPG companies through sales technology initiatives. With past leadership roles at Kantar XTEL and Orangina Suntory France, he has expertise in revenue growth management, demand planning, and CRM solutions for global clients like Nestlé and Danone.

Julien started his career as an SAP Consultant, holds a Master's in Engineering, and has pursued further education at ESSCA, Yale, and Copenhagen Business School. His expertise lies in digital transformation, strategy, and team collaboration.

APPLY NOW!!!

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TRADE PROMO OPTIMIZATION

PRACTICAL INFORMATION

Talk to our team!

If you need help learning more about the program, understanding how it fits your needs, or have any other question, our team is here to assist you.

Contact us
academy@pricingplatform.com

**Online registration:
Quick and Easy!**

REGISTER ONLINE VIA
**[WWW.PRICING
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