



EVENT

Transform Data to Action

Detailed Theory on Retail Measurement and a Real Case Study from an Extremely Competitive Market

NIELSEN SPEAKER

Vivi Papadopoulou

Nielsen is a leading global, independent measurement and data company for fast - moving consumer goods, consumer behaviour and media. With a presence in more than 100 countries and services covering more than 90% of the globe's GDP and population, Nielsen provides clients with a comprehensive understanding of what consumers watch (programming, advertising) and what they buy (categories, brands, products) on a global and local basis and how those choices intersect.

Date: Friday, 23 March 2018

Time: 09:00-17:00

Venue: L2

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*Certificates of Participation will be Awarded
Event Facilitator: Mr. C. Liassides*



THE BUSINESS ADMINISTRATION AND ECONOMICS DEPARTMENT
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