



**CONVENIENCE
LEADERSHIP
PROGRAMME
2024**



SURREY BUSINESS SCHOOL AND ACS



SURREY
BUSINESS
SCHOOL
UNIVERSITY OF SURREY

ACS

Here at Surrey Business School our executive education brings together experts in academia and industry to deliver a range of innovative courses, seminars and workshops; alongside more tailored and bespoke executive programmes to support your specific business needs. We equip leaders and managers with the knowledge to make sense of their business environment, inform organisational change and execute responses that are fit for purpose and effective.

The Association of Convenience Stores (ACS) is the voice of over 33,500 local shops, supporting members through effective lobbying, comprehensive advice and innovative networking opportunities.

Over and above lobbying the Government the ACS support their members with a variety of different services, e.g. reports, events and advice. During the programme you will participate in various ACS events and get to know ACS representatives and other members.





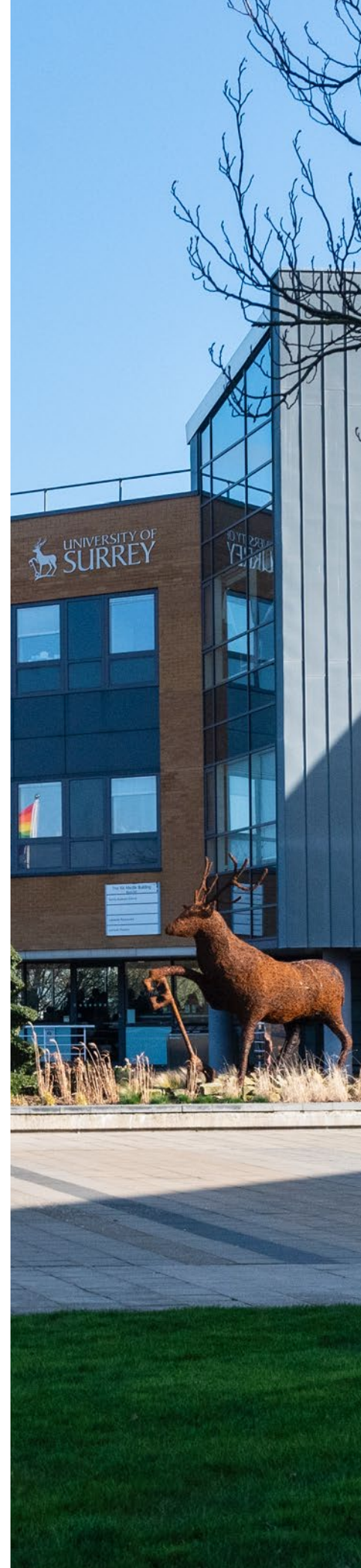
WELCOME TO THE CONVENIENCE LEADERSHIP PROGRAMME

For over 20 years I have been conducting research in the field of convenience retailing, on topics such as retail technology (e.g. autonomous stores), retail channels (e.g. quick commerce), retail pricing and sustainability. It's part of my mission as a researcher to share my findings and knowledge with the retail sector, and it's an honour and joy that retailers perceive my findings as useful in further developing their businesses. I strive for maximum managerial relevance.

Five years ago, this led to the establishment of the Convenience Leadership Programme – a course designed to combine these insights into a programme to support future leaders in the convenience sector. The Programme includes speakers from academia and the managerial world and we at Surrey Business School are delighted to deliver the programme together with the most distinguished organisation in the sector, the Association of Convenience Stores (ACS). Together we aim to accelerate your career, and the convenience sector as a whole, with a programme that covers a range of topics, such as societal and technology trends, store and innovation management, personal development, and leading teams. If this sounds like a programme you or your organisation can benefit from then we would be delighted to hear from you.

Sabine Benoit

Professor of Marketing,
Surrey Business School,
University of Surrey





WELCOME FROM THE ACS

In just a few short years, the Convenience Leadership Programme has become the pre-eminent executive education programme for people who want to build their careers in the convenience store industry. Large and small businesses, suppliers, wholesalers and retailers have all benefited from the unique mix of academic insights, practical learning and networking across the industry.

When I go to ACS and other major industry events, I almost always see someone who has previously taken part in the Convenience Leadership Programme. They always remember the course fondly, but more importantly they're almost always in a more senior position, influencing their businesses and their own careers more than when they started the course, and more confident that they can continue to progress and become a leader in the industry. Seeing that growth and development is the best thing about the course and makes me really proud that we are making these opportunities available to bright and ambitious people working in our sector.

We have been very lucky to partner with Surrey Business School, one of the UK's premier institutions for studying business and with a focus on research and teaching about the future of retailing. The course director Sabine Benoit is recognised globally as an elite level academic in this field, consulted by major businesses for her expertise on convenience retailing and the forces shaping it. As well as benefiting from time with her, participants on the course get to hear from and spend time with a group of academics, subject matter specialists and industry leaders that she has assembled. This really is a unique opportunity.

The 2024 course represents a further evolution of the course, with new content and different ways of learning and engaging with each other. I look forward to seeing you on the 2024 Convenience Leadership Programme!

James Lowman

Chief Executive, Association of Convenience Stores



WHO IS THE PROGRAMME FOR?



An **area manager, function head or member of a buying team** from a retailer or wholesaler that aims to step up towards more responsibility by better understanding the breadth of issues and factors related to the convenience market, and the levers that can be pulled to influence store and business performance.



The **next generation within the family business or top performer within an independent retailer** that aims to take the family business forward, but wants to gain knowledge beyond its own business to appreciate wider issues and network with other like-minded individuals in the sector.



Sales specialist from suppliers of convenience stores that aims to become the business's expert in the growing convenience sector to devise better strategies.

PREVIOUS CLP PARTICIPANTS INCLUDE:



PROGRAMME STRUCTURE

Date and Time	Location	Convenience Leadership Programme 2024
11.04.2024 10am - 5pm	University of Surrey, Guildford	Socioeconomic and policy trends in the convenience sector You and your career in the convenience sector
Evening		Networking dinner
12.04.2024 9am - 4pm		Technology trends in the convenience sector Creating value propositions
29.04.2024 10am - 5pm	Birmingham	Leading Brilliant Teams Store management
Evening		ACS International dinner
30.04.2024 10am - 5pm		ACS conference Guided tour over the National Convenience Show
07.05.2024 3pm - 4pm	Online	Discussion on the main takeaways from session ACS conference and National Convenience Show
20.05.2024 10am - 5pm	University of Surrey, Guildford	Innovation management Assortment and New Product Management Small Guildford store tour (Guild foods, Campus Store)
21.05.2024 9am - 5pm		The dark side of convenience retailing Safety, security, and retail losses
04.06.2024 TBD	London	ACS Technology Showcase
11.06.2024 10am - 12pm	Online	Discussion on main takeaways from ACS Technology Showcase Doing presentations in online meetings
02.07.2024	Online	Final presentation and graduation

HOW TO SIGN UP

The number of places on our CLP is limited, so we strongly recommend you apply as early as possible.

Entry Requirements

We accept applicants with a wide range of educational and business experience. There is no need for a previous degree in the higher education sector, but experience in the convenience retailing sector is required.

Fees

This programme is offered in partnership with the Association of Convenience Stores (ACS), UK. Therefore the ACS members receive a preferential tuition fee.

Early Bird (by 29 February 2024)	£3,495
ACS Members	£3,795
Non-ACS Members	£3,995

The fees include all teaching activities and material, refreshments during class, lunch and entry fees for events, but exclude accommodation and food at events.

Do you want to know more?

Please get in touch via: CLP@surrey.ac.uk

Or find more information through the CLP website:



FEEDBACK FROM PREVIOUS PARTICIPANTS

“

Amazing experience, enjoyed every minute and enhanced my own personal development and growth throughout.

Former participant

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“

I really enjoyed the programme networking with other retailers and gaining further insights into how the whole Convenience operation fits together.

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Former participant

“

The programme was great for widening my thinking around the sector and having opportunities to collaborate with fellow leaders.

Former participant

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