



RETAIL MEDIA

BESPOKE TRAINING

A bespoke, in-person training that meets your team where they are and leaves them equipped to design, sell, and evaluate Retail Media with confidence. Built around your needs, aligned to IAB Europe standards.



OPERATIONAL OUTCOMES

- Cut through inconsistent Retail Media reporting.
- Compare performance with clarity on what the numbers mean.
- Connect onsite, offsite and in-store impact into one view.
- Bring structure to fragmented omnichannel strategies.
- Approach investment discussions with greater clarity.

ADVANTAGES OF BESPOKE SESSIONS

- Flexible scheduling.
- Curricula shaped to your needs.
- Increased interactivity and more open-discussion.
- 10% off all IAB Europe trainings for 12 months after your session*.
- Pre-workshop analysis of your current capabilities.
- Post-workshop report and slide deck for internal use.

*not cumulative with other discounts

Get in touch

iabeurope.eu

