

Pre-registration opens for new DFWC Academy Certificate

Pre-registration is now available for the Duty Free World Council Academy's new Certificate in Duty Free and Travel Retail. The Council is celebrating the launch by offering a special 10% saving on all pre-registrations.

This content-rich course is designed for those wishing to develop their careers in the industry: retail sales professionals, individuals from brand and industry support agencies and organizations who are either new to the industry or wish to deepen their knowledge, as well as commercial executives from the aviation, maritime and other duty free and travel retail industry channels.

The development of the Certificate Course was guided by an Academic Advisory Group comprising representatives of leading industry retailers: Aer Rianta International, Dubai Duty Free and Lagardère.

Multi-category brand expertise is provided by representatives from Brown-Forman, Duty Free Global, Imperial Brands, Lacoste, L'Oréal and Mondelez. Broader industry perspectives were provided by TFWA and the DFWC.

The Course examines industry developments and insights from research providers Generation Research, m1ndset, Pi Insights and Forward Keys, and is illustrated with images supplied by The Moodie Davitt Report.

The Course is delivered via the long-established ACI World Online Learning Centre. Available 24/7, the certificate allows students to take charge of their career development at their own pace and provides insights on sales-driven strategies that deliver "exceptional" customer experiences, the DFWC said.

To avail of the special pre-registration offer, follow the link below, apply the promo code DFWCA10, click 'Checkout' and enter your enrolment details. On the day of course launch, your e-learning account will be sent to you.

https://www.olc.aero/cart/?add-to-cart=8974&quantity=1&utm_source=mailchimp&utm_medium=email&utm_campaign=dfwca+aud

For corporate registrations, contact gerard.murray@dfworldcouncil.com

Details on all Academy courses can be found at www.dfwc.academy