

The DFWCA's certificate course is ready to take off



Launching at the end of this month, DFWCA's course will provide students with an in-depth understanding of the travel retail landscape

Following the launch of the Duty Free World Council Academy (DFWCA) last May in Singapore, the DFWCA is delighted to announce that the development of its first course, the Certificate Course in Duty Free & Travel Retail, is complete and delivery to the first student cohort will begin on September 30.

In partnership with Generation Research and its parent company, Contineo Labs, and m1nd-set, a leading provider of qualitative and quantitative insights on the industry, the DFWCA developed the course content.

The course will give students an in-depth understanding of the travel retail landscape, key category brand trends and industry development. Leveraging m1nd-set's bespoke segmentation model and consumer insights will enable the student to understand the travel retail consumer, particularly how they differ from the high street shopper and why they shop or don't shop.

Speaking on behalf of m1nd-set, Clara Susset, Travel Retail Research Director said, "We are delighted to support the DFWC Academy. We are all dedicated to the same goal, raising standards in our industry to ensure the consumer enjoys the best possible experience in our stores. Our insights on the differences in behaviours between shoppers in a travel environment as opposed to on the high street and how sales-people should adapt their approach to achieve an optimum outcome are an integral part of the course with which we are proud to be associated."

For its part Generation Research's / Contineo Labs' Alex Seret commented: "It is our pleasure to support the DFWC Academy in developing their Certificate course and to partner with them on future initiatives. Through sharing our market and category data, students will understand the leading brands and categories, and acquire an in-depth knowledge of the market and its key players. Academy students will have 12 month access to our recently-launched TR toolbox which will permit

them to remain up to date on market changes as they happen.”

Frank O’Connell, President of DFWC, said: “I have long believed in the need for an industry specific training body as being key to raising industry retail standards. It gives me great pleasure to see efforts coming to fruition with the DFWCA’s first course set to begin at the end of this month. The course has been developed and delivered by retail experts IIR, who have worked closely with travel retail experts and an Academic Advisory Group comprising leading brands and retailers in our industry. The addition of these partners, m1nd-set and Generation, has created a compelling proposition in terms of the mission of the Academy. We express our gratitude to all our partners whose support is critical to delivering a world-class development course for employees in our industry. The shared vision and collaboration of our partners and advisors, who are all passionate about the delivery of world class service, to our travelling consumers is tremendous to see.”

Derek Hughes, Managing Director of IIR, will be hosting the DFWCA stand in Cannes, which is located by A1, Blue Village, opposite the ‘Puits de Lumière’ snack bar. Please drop by for further information. Meetings can also be booked with Derek by contacting him at director@iiretail.com