



15:00 - 15:20

Networking Coffee Break

Sponsored by:



15:25 - 16:20

Session A: **Sales & Marketing Transformation: Consumer Goods Account Management in the Mobile World**

Presented by: Dr. Martin Burgard, Product Manager, Accenture
Craig Smith, Senior Manager Solution Consulting, Accenture CAS

Session B: **Driving Trade Promotion Effectiveness in the Cloud**

Presented by: Anne Teague, Strategic Advisor, Retired CIO, Heineken
Carst Vaartjes, Co-founder, Visualfabriq

16:20 - 17:05

General Session: **How Henkel Achieves Better Sales Planning and Forecasting Through Customer Business Planning**

Presented by: Timo Waggenblatt, Head of Product Management, SAP

17:05 - 17:55

Keynote: **Collaborating to Win with Customer First Promotions**

Presented by: Howard Langer, Global Capability MD – Price & Promotions, dunnhumby

18:00 - 19:00

Networking Cocktail Reception

Sponsored by:



Wednesday, 11 May

7:00 - 16:30

Registration

8:30 - 9:25

Networking Breakfast

Sponsored by:



9:25 - 9:30

Welcome – Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC

9:30 - 10:15

Keynote: **How Pricing and Promotions are Affecting the Global Market Place, and How Those Who are Winning are Deploying the Best Strategies**

Presented by: Rick Hall, SVP, Nielsen

10:15 - 11:00

Session A: **Taking Organizational Change Head On from HQ to Field Force– What it takes to Effectively Move to Cloud Technology**

Presented by: Trevor Barrett, Head of Supply Chain IS & Projects, Premier Foods

Session B: **How Mobile Technology is Facilitating Trade Effectiveness**

Presented by: Bartłomiej Szuper, Business Unit Director, Comarch SFA
Diana Stolarska, Business Solution Manager, Comarch SFA

Fuel your commercial growth

Kantar Retail XTEL: End-To-End Sales Platform for the Consumer Goods Industry



Consumer goods companies using **Kantar Retail XTEL** solutions are able to harness the power of advanced analytics to transform insights into powerful sales strategies and effectively drive critical sales processes: customer planning, sales volume planning, TPM/TPO, retail execution, advanced pricing, direct store delivery, van sales and distributor management.



11:00 - 11:20

Networking Coffee Break

Sponsored by:



11:25 - 12:10

General Session: **Show Me the Money! What it Really Takes to Capture Benefits from Trade Management Capabilities**

Presented by: Marc Hoogenberg, Director, PwC Strategy&

12:10 - 12:55

General Session: **Executing Predictive Analytics in the Field to Drive Profitable & Mutual Growth with Our Customers**

Presented by: Brandon Stine, Former Trade Marketing Manager, Mars Inc.

13:00 - 14:00

Lunch

Sponsored by:



14:00 - 14:45

General Session: **The State of Mobile Analytics: Enabling the Perfect Store**

Presented by: Donna Tellam, Vice President, Spring Mobile Solutions

14:45 - 15:30

Session A: **Discovering Category Opportunities at Store Level: Perfecting Your In-Store Retail Execution**

Presented by: Pavel Popkov, Country RED Manager, Coca-Cola HBC Eurasia
Neil Gowing, Managing Director, EMEA, Trax Image Recognition

Session B: **How Integrated Business Planning Drives Mutual Growth**

Presented by: Michael Creasey, Senior Business Consultant, Exceedra

15:30 - 16:00

Networking Coffee Break

Sponsored by:



EXCEEDRA

16:00 - 16:45

General Session: **Transforming Global Field Sales Teams**

Presented by: David George, Head of Sales, EMEA
David Jones, CACI, Director, Field Force Planning

16:45 - 17:30

General Session: **The Power of Advanced Analytics in Revenue Management**

Presented by: Josef Kouba, Junior Partner, McKinsey & Company

17:30 - 17:35

Closing/Action Items– POI Global Summit 2016

Michael Kantor, CEO and Founder Promotion Optimization Institute, LLC



To help you meet your marketing/merchandising goals, POI is dedicated to providing education, advisory, clarity, and best practice insight. POI provides active leadership, creates and supports the Certified Collaborative Marketer (CCM)[™] Certificate program at SJU and guidance around the unique requirements for partners to optimize their promotions and retail execution to serve customers.

Visit <http://poinstitute.com/manufacturer-services/>

Manufacturer Services

POI helps manufacturer member companies focus on success in the promotion cycle with winning practices through

- Benchmarking current business practices through best practices and surveys
- Facilitating peer interactions at POI events and through facilitated introductions
- Personalized interactions with POI leadership to discuss your unique situation
- Providing thought leadership for how enabling technologies can meet current and future requirements
- Taking a broad approach to promotions across sales, marketing, finance, and IT departments
- Supporting technology deployments:
- Insight about which vendors are most suitable to your particular situation

POI Supports Consumer Goods Manufacturers in Promoting and Distributing Their Products through:

- Best Practice Reports: POI Access
- Leveraging POI Leaders: POI Deep Dive
- Peer Connection & Collaboration: POI Share
- Education & Training: POI Certified Collaborative Marketer Program (CCM)[™]

For more information, and to become a POI Member, reach us at: mkantor@p-o-i.org



Accenture



Accenture is a global management consulting, technology services and outsourcing company, with more than 373,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$31.0 billion for the fiscal year ended Aug. 31, 2015. Its home page is www.accenture.com.

Accenture is the leading software platform for the consumer goods industry with a suite of trade promotion management and retail execution solution on the cloud and Accenture CAS solutions for trade promotion management, trade promotion optimization and retail execution software, consisting of direct store delivery and field service. Along with Accenture NewsPage we are part of the Accenture portfolio of products and Accenture Commercial Services for Consumer Goods.

The Accenture software is a key component within the Accenture Route to Market Business Service combining strategy, operations and technology for commercial intelligence and analytics, commercial strategy and planning, trade investment excellence and sales effectiveness, and are offered as a service or as individual components. They are built around the Accenture software and the Accenture Analytics Platform designed exclusively for the CPG industry, and can be delivered on the cloud, hosted or on-premise solutions.

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AVATA



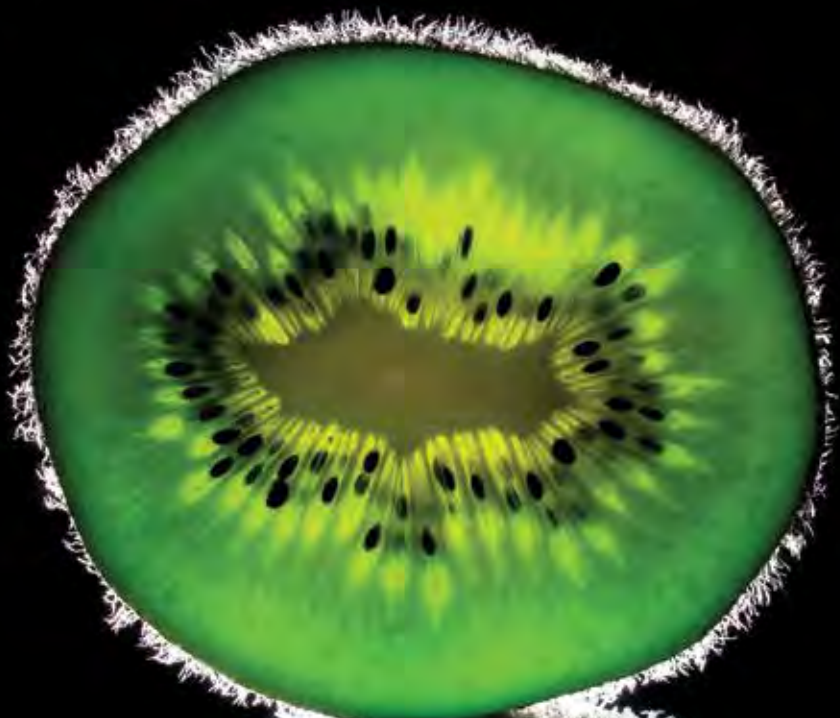
AVATA is a globally recognized Oracle® Gold Business Partner with expertise in all aspects of Supply Chain Planning and Execution with certified specializations in all key verticals. Our industry experts consistently maximize business value to clients, provide unique software solutions, and drive process and organizational improvements to all major industries. An unparalleled combination of real-world industry experience, superior technical expertise and our proven methodology consistently helps our clients build the most effective supply chains. Our goal is to achieve 100% customer satisfaction and reference ability. AVATA is... "Where Strategy Meets Execution!"

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Analytics see what you can't.
So you can see opportunities within.

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How do you go beneath the surface of your data to reveal the hidden possibilities? Analytics. We help our clients use analytics to turn data into insight, insight into action and action into tangible results. It's just one of our Digital capabilities, along with Interactive, Mobility, Cloud and Security — everything you need to compete to win. That's high performance, delivered.

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COMARCH

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Comarch is a producer and supplier of modern IT systems which improve business processes. For over 20 years the company has helped businesses around the world to achieve higher profitability. Comarch offers include Sales Force Automation systems - mobile and web-based solutions designed to manage and streamline the processes around sales. Comarch has cooperated with the leaders of European and global FMCG markets (e.g. Carlsberg, the Red Bull, Diageo, Colgate-Palmolive) to optimise sales processes. The key systems of Comarch SFA are: Mobile Sales Force, Trade Promotion Management, and Online Sales Support. Thanks to the flexibility and individual approach, building effective connections between business partners and customers is possible.

More information: www.sfa.comarch.com

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EXCEEDRA

Exceedra

Exceedra is a global provider of Integrated Business Planning & Insight solutions to Consumer Goods companies. Our solution delivers capabilities for clients to simplify sales, financial and demand planning processes and achieve greater performance in Trade Promotion Management and Optimization, Customer Business Planning, Joint Business Planning, Demand Planning and Sales and Operational Planning. The end-to-end solution empowers functional teams to maximize revenue and margin opportunities while avoiding risks.

Exceedra customers include: Bayer, Birds Eye, Dyson, Omega Pharma, Panasonic, United Biscuits and Weetabix. Exceedra has offices in the UK, US and Australia.

For additional information visit: www.exceedra.com

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StayinFront Consumer Goods

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Know what's happening when it's happening



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Close more opportunities and sales in store

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**STAY IN
FRONT**
A Retail-Driven Company



Ernst & Young, LLP



How do you find your optimal balance for profitable growth?

The consumer products and retail industry is out of balance. Companies that over depend on cost efficiencies to boost profits and satisfy shareholders risk irrelevance must address long-term structural change by tilting the balance back towards profitable growth.

At EY, we will help you balance strategic choices needed to ignite performance by asking better questions. Better questions will challenge old thinking, filter out the noise and reframe challenges. They will help you respond to disruptive market change and create innovative strategies that put you ahead of the competition, taking your business to new levels of growth and profitability.

We ask better questions because we combine a deeper and broader range of insights, perspectives, capabilities and experience. Our integrated, global network of assurance, advisory and tax specialists includes 37,000 people focused on your industry, supported by a rich ecosystem of alliance partners.

And when we ask better questions, we will collaborate with you to implement better answers. We will support you at every stage – from boardroom strategy formation, to tactical management planning, to on-the-ground execution. Wherever you are in the world, project by project, market by market, we will build a better working world together.

So, how do you find the optimal balance for profitable growth?

Ask EY.

The better the question.

The better the answer.

The better the world works.

For additional information contact:

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Ivy Mobility

Ivy Mobility is a fast growing global player in digitising Route-To-Market for Consumer Goods.

+22% Same Store Sales is the “win-at-the-shelf” of 26 top global FMCG companies who follow our GUIDED SELLING.

IvyCPG, our integrated Value Chain platform, brings together the ecosystem of Sales, Trade Marketing & Distribution players - both in-house and 3rd party.

12+ years of expertise, 440+ Best Practices, SaaS/Opex business model, device/backend-agnostic technology and global network of local partners take your enterprise live in 8-12 weeks.

“Mobile App is just the tip of an Iceberg.”

For additional information visit: www.ivymobility.com

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PERISCOPE POWERS CATEGORY MANAGEMENT BEST PRACTICES



Winning players adopt best practices on promotion, assortment, and pricing.

They leverage insights at the SKU, brand, category, and shopper level supplemented with real-time competitive intelligence. They rigorously review price, promotion, tactic, and space investments. They understand transferable demand, price sensitivity, causal attach rates, and space elasticity to maximize on-shelf performance at the cluster or even store level.

Periscope's suite of solutions for "Price & Margin Optimization" and "Category Optimization" powers long-term adoption of best practices, embedding McKinsey's IP into everyday work leading to sustainable value creation.

**Visit our booth
to learn more**



Periscope™
a McKinsey® Solution



Mindtree



Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there.

For additional information visit: www.mindtree.com

Nielsen



As marketplace success continues to be judged on increasingly narrower margins, leaders are increasingly investing in revenue management capabilities to deliver on profitability goals. Nielsen's Revenue Management and Optimization (RMO) combines comprehensive market data, powerful analytics, with fully-integrated and modular software and deep insights-activation expertise. With our flexible RMO offering, Nielsen is helping clients achieve results wherever they are in their trade promotion optimization journey.

Come by our booth and talk with our team about a trade promotion optimization solution that meets your budget and timeframe and complements your existing TPM processes.

For more information, contact your Nielsen representative or revenuemanagement@nielsen.com

Periscope™, a McKinsey Solution



Periscope™, a McKinsey Solution, offers a suite of solutions that accelerates and sustains commercial transformation for businesses. The company leverages McKinsey IP and best-in-class technology, enabling clients to get transparency into big data, access actionable insights and embed new ways of working that drive lasting performance, improvement, and a sustainable 2-7% increase in return on sales (ROS). With a truly global reach, Periscope is a unique solution as a service comprising ongoing data management, software tools, analytical insights creation plus expert and capability-building support. The portfolio of solutions comprises price & margin optimization, category & merchandising optimization and insights foundation. These are complemented by custom capability building programs.

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YOU SELL, IT WORKS! **TECHNOLOGY DESIGNED FOR MARKET LEADERS**



- **COMARCH SFA TRADE PROMOTION MANAGEMENT**
a comprehensive tool for planning and manage trade promotions
- **COMARCH SFA MOBILE SALES FORCE**
an excellent and reliable app for sales representatives
- **COMARCH SFA ONLINE SALES SUPPORT**
multifunctional web application designed to support work of sales managers
- **COMARCH SFA ONLINE DISTRIBUTION**
a modern platform for communication and data interchange



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Helping the world run better



SAP empowers people and organizations to work together more efficiently and use business insight more effectively.

From back office to boardroom, warehouse to storefront, and desktop to mobile device, SAP empowers people and organizations to work together more efficiently - and use business insight more effectively. We do this by extending the availability of software across on-premise installations, cloud and on-demand deployments, and mobile devices. We believe that the power of our people, products, and partners unleashes growth and creates significant new value for our customers, our company, entire industries, and the economy at large.

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Sequoya



Sequoia's Consumer Demand Management Platform delivers the insights to predict how consumers will respond to your trade plans, everyday pricing action and includes competitive activity as an influence on your future volume.

Dynamic Scenario Planning must include a statistically generated baseline forecast from which to start the planning process. Real-Time incremental volume simulation generates immediate analytical value to determine the most efficient price points, frequency and merchandising activity to reach your growth and financial targets.

Pre-built templates and an Analytics Workbook provide consistency in the planning process and analysis on the recommended plans for execution.

Continuous data refreshes allow for "in-plan" tracking, competitive activity updates and course corrections, all in real-time.

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HELPING TO BRIDGE THE GAP IN YOUR TPM STRATEGY

The background of the advertisement is a composite image. The upper half shows two business professionals, a man and a woman, in business attire, leaning out from the edges of a broken bridge and holding hands to bridge the gap. The lower half shows a panoramic view of a city, likely New York City, with the Empire State Building visible on the right. The sky is cloudy.

AVATA is a global management consulting firm that uses deep industry knowledge and solution expertise to help clients solve their most critical business challenges.

We offer comprehensive end-to-end TPM consulting services that includes business strategy, roadmapping, analytics, implementations, transformation and process reengineering, as well as express solutions both on premise and in the cloud.

Let AVATA bridge the gap for your business and get you on your way to improved TPM performance and increased profitability.