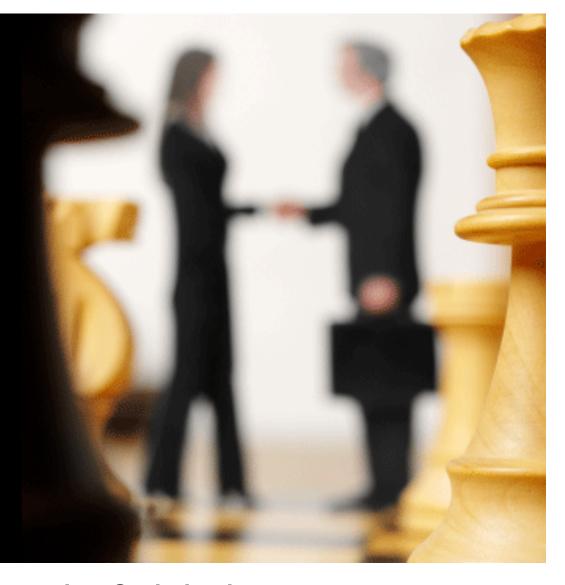
# Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO Retail Execution Journey

April 10-12, 2016

Intercontinental Hotel, Chicago





## Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute







## 300 are here at POI advancing by:

Creating and improving your plans for TPM-TPO retail execution and collaborative marketing

Connect & collaborate with industry peers on best practices to achieve profitable growth in challenging times

Build capabilities to advance utilization of data, insights, revenue management, on shelf availability and TPx

Understand which innovations and leading technologies are having an impact on growth

Learning from each other, plus each of the unique case examples presented throughout the next two days



## **Poster Sessions**

- Combined effort with industry, and academia (including Graduates from the Saint Joseph's University Business Intelligence, and Analytics program)
- Demonstrate a business problem or opportunity and how this was addressed using analytics
- Posters will be on display in the exhibit area at the POI meeting, and time during breaks will be given for the corporate/student team to be available to discuss their poster during the conference
- Founding University and Corporate Sponsors for this initiative include:
  - Mike Marzano, Mondelēz
  - Steven Ramage, Rich Products
  - Cameron Korehbandi, Red Bull
  - Dan Woltman, Mondelēz
  - John L. Stanton, PhD, & Ron Klimberg, PhD, Saint Joseph's University.



## Certified Collaborative Marketer (CCM)™

#### **CCM Executive Training/Certification**

- 90% Online delivery
- Executive Program held at St. Joe's University in Philadelphia, PSU, ASU
- Learn Collaborative Cultures, Skills & Strategies
- Two day live kick-off, 16- week self directed study, 2 day final collaborative workshop event June, 2016
- http://www.poinstitute.com/c ertification/certificationccm.html





## **POI Services**

#### **Manufacturer Services**

POI helps manufacturer member companies focus on success:

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: Through 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

### **Upcoming Events**

















## Your TPM-TPO - Retail Execution and Global Collaboration Journey



# POI Research, Events, and Association Membership



# Education and Certification

## Leads to Optimization, Collaboration and Profitable Growth!