

POI Global Promotion Optimization Summit



Big Data
Pricing TPO
Retail Execution
Mobility TPM

Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute



#POIEurope16



#POIChicago16

200 are here at POI to advance 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



POI is leading by example:

Growing depth of focused content: Promotion, Pricing, Revenue Management, S&OP, Analytics, Retail Execution

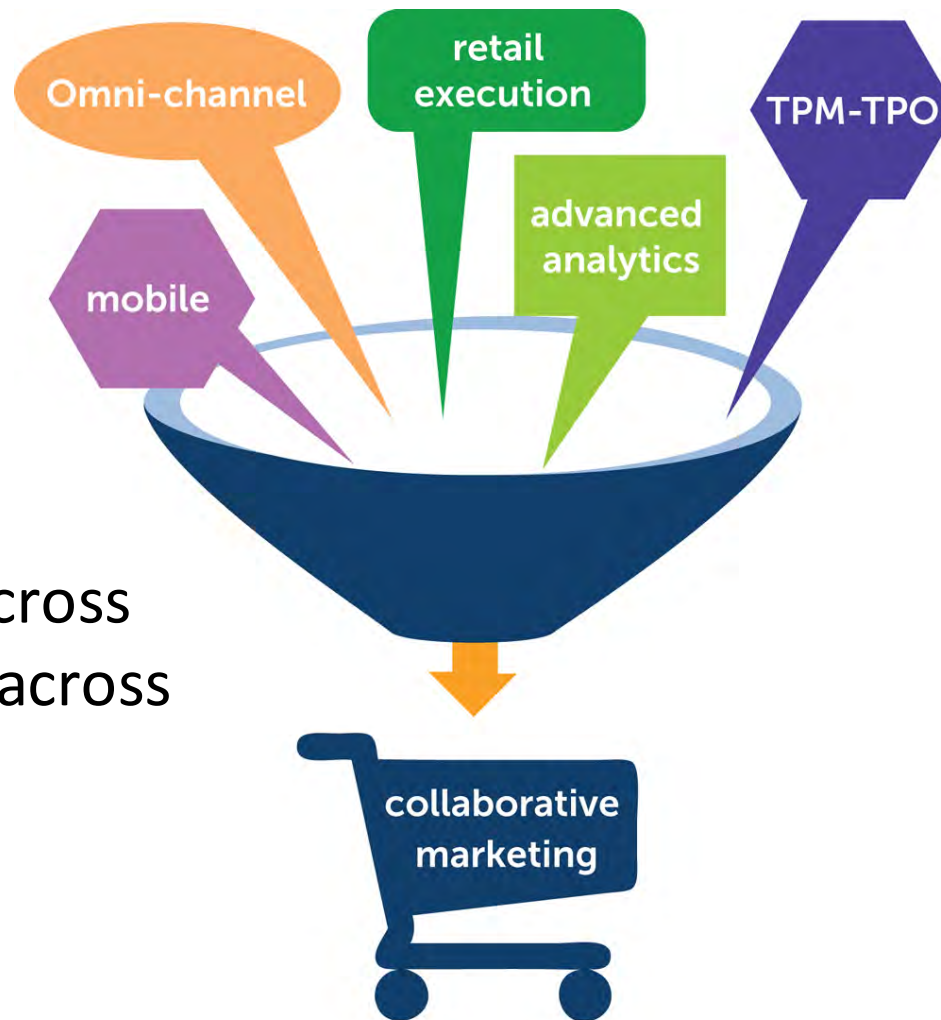
Growing depth and breadth of engagement with companies and functions

Growing globally to serve markets with unique needs

Maintaining quality, and integrity of services provided

Growing resources, and member services, including: research, advisory, and best practice education/reports

Promotion Optimization Institute is growing to serve more manufacturers and retailers



Globally, across functions, across disciplines

Certified Collaborative Marketer (CCM)TM

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/certification/certification-ccm.html>





Upcoming Events

THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with Exceptional Retail Execution

SEPTEMBER 26-27, 2016 | ST. LOUIS, MO

THE POI LATIN AMERICAN SUMMIT

Winning with Promotion Optimization in Latin America

Strategies to succeed with TPM, TPO, Sales Effectiveness, and Advanced Analytics

July 19-20, 2016
Miami Beach

Achieving Mutual Growth through Data Centered Collaboration

Fueled by TPM, TPO, Revenue Management, and Advanced Analytics Capabilities

POI Summit • Nov 2-4, 2016 • Dallas TX

16-17, May 2017!

POI Global Promotion Optimization Summit

Collaborate Globally and Execute Locally

10-11, May 2016 • Brussels, Belgium

Big Data Pricing TPO Retail Execution Mobility TPM



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Your TPM-TPO - Retail Execution and Global Collaboration Journey



POI Research, Events, Advisory, and Association Membership



Education and Certification

Leads to Optimization, Collaboration and Profitable Growth!