

THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with
Exceptional Retail Execution



Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute



#POIRetailsummit



We're here at POI to advance by:

Creating and improving your plans for Retail Execution, and Collaborative Marketing to better serve customers

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

Build capabilities to advance utilization of data, analytics, to improve on shelf availability

Understand which innovations and leading technologies are having an impact on profitable 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 and breadth of content: Retail Execution, Promotion, Pricing, Revenue Management, S&OP, and Analytics

Growing depth and breadth of engagement with companies and functions. Graduate achievements, top/bottom line improvements

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

<http://poinstitute.com/manufacturing-services/>

POI Leading Research Available to You



POI TPx Vendor Panorama 2016



POI – The State of TPx and Retail
Execution for Global Consumer Goods and
Retail Report.pdf



POI-Four Critical Capabilities for Improving
Promotional Outcomes



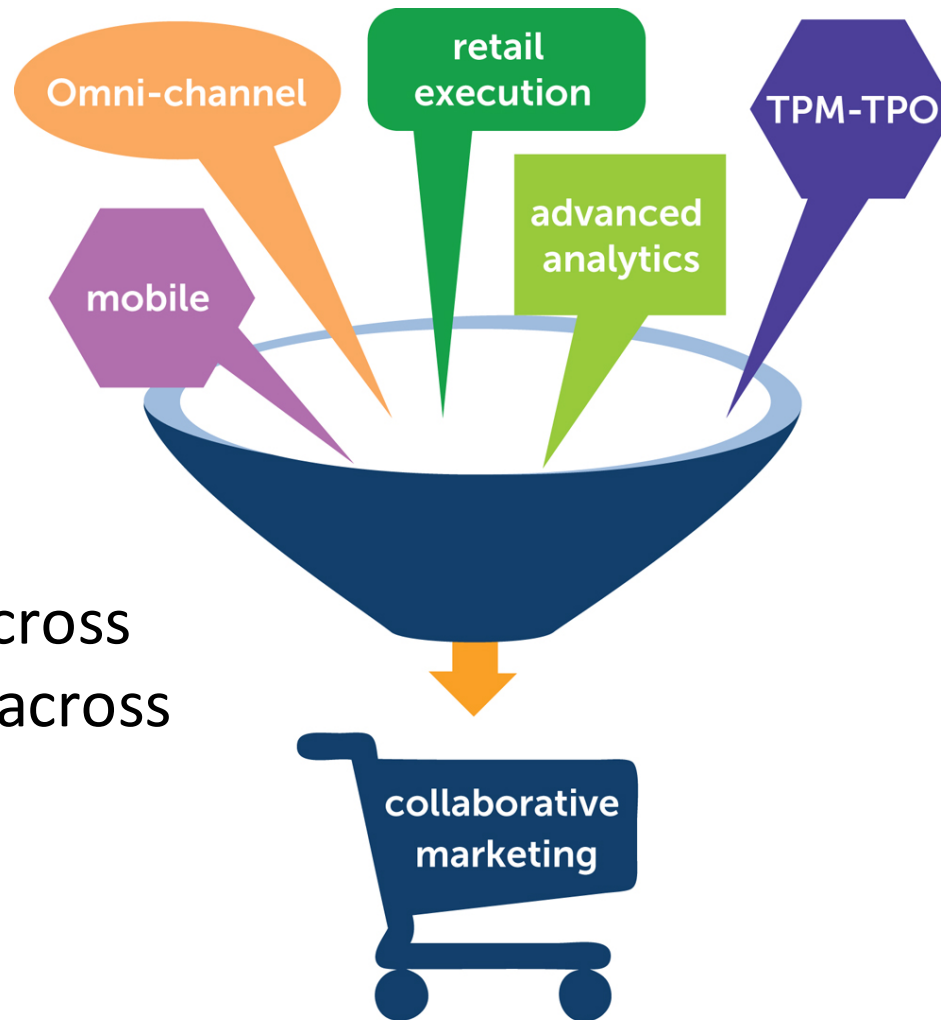
POI Retail Execution Vendor Panorama
2016



POI Best Practices – Change Management
for Sales Organizations

<http://poinstitute.com/about/resources/>

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 December 15-16, 2016
- <http://www.poinstitute.com/certification/certification-ccm.html>





Developing the Collaborative Marketing and Leadership Skills Needed Today

John Stanton, Professor of Food Marketing, SJU

Lisa Gibbons, Sr. Trade Marketing Mgr, Green Mountain Roasters

Julee Johnson, Sr. Analyst, Strategic Pricing & Customer Management Solutions Team, Starbucks

<https://www.youtube.com/watch?v=-tyQbr0Wm9U&feature=youtu.be>



Upcoming Event

**Achieving Mutual Growth through
Data Centered Collaboration**

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

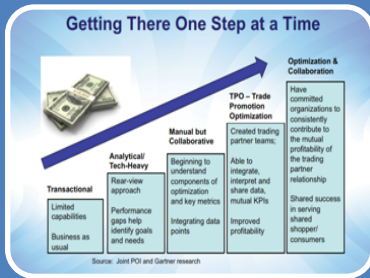
POI
PROMOTION OPTIMIZATION INSTITUTE

Summit • Nov 2-4, 2016 • Dallas TX

Word cloud terms include: RETAILERS, OPTIMIZATION, MERCHANDISING, PRICING, COLLABORATION, PROMOTIONS, DATA, STRATEGY, REVENUE, PROFITABILITY, TPO, CUSTOMER, TECHNIQUE, CERTIFICATION, TRADE, ROY, TARGETING, PROMOTIONS, RELEVANCE, DATA, CPG, MARKETING, COLLABORATION, PRACTICES, TPO, STRATEGY, PROFITABILITY, MARKETING, OPTIMIZATION, DATA, TARGETING, PROMOTIONS, RELEVANCE, DATA, CPG, MARKETING, COLLABORATION, PRACTICES, TPO, STRATEGY, PROFITABILITY, MARKETING, OPTIMIZATION.



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Your Retail Execution - TPM-TPO and Global Collaboration Journey



POI Research, Events, and Association Membership



Education and Certification

Leads to Optimization, Collaboration and Profitable Growth!