

Achieving Mutual Growth through Data Centered Collaboration



**Welcome to the Promotion Optimization
Institute!**

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CEO and Founder
Promotion Optimization Institute



#POIDallas16



250+ 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



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POI by the numbers:

Multi-Billion Dollar CPG Dropped \$2mm to Bottom Line

Every CCM Graduate has been promoted, and/or took on additional responsibilities

Serving Manufacturers, Retailers, and Solutions Providers in 26 countries with unique needs

Donated \$10,000.00 to the Brussels Red Cross in the wake of the tragic events in March, 2016

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

How POI Serves Manufacturers and Retailers

Obtaining Best Practices: the Promotion Optimization Institute
Facilitates Your Learning Style



Broad coverage of collaborative TPx, retail execution and analytics

Outcome	Meet people with similar challenges, projects, and phases	Interact with leading technology and service vendors	Hear the good and bad from those who along the journey	Give me appropriate documents to read, and share with my team	Help me work through my unique situation	Certify me as a "Collaborative Marketer" CCM™
Avenue	Peer networking	Vendor access	Case studies	POI research	Access to subject matter experts	16 week on-line course of study and certification
POI Role	POI industry events, share groups, and personal introductions	POI Industry events bring sponsors and user organizations together	Presentations at POI events, written documents, Webinars, Meet with your team	Guidance on appropriate readings as well as open access to POI resources	1 on 1 discussion format with POI leaders and all resources	POI runs academic program at St. Joseph's University (and others) – Collaborative Marketing.



POI Poster Sessions

A 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
- University and Corporate Sponsors for this initiative include:
 - Mike Marzano, Mondelēz
 - Devin Kasper, Hormel
 - Cameron Korehbandi, Red Bull
 - Steven Ramage, Rich Products
 - Amerandath, Saint Joseph's University
 - Nhat Guitierrez, Saint Joseph's University
 - John L. Stanton, PhD, & Ron Klimberg, PhD, Saint Joseph's University



Certified Collaborative Marketer (CCM)[™]

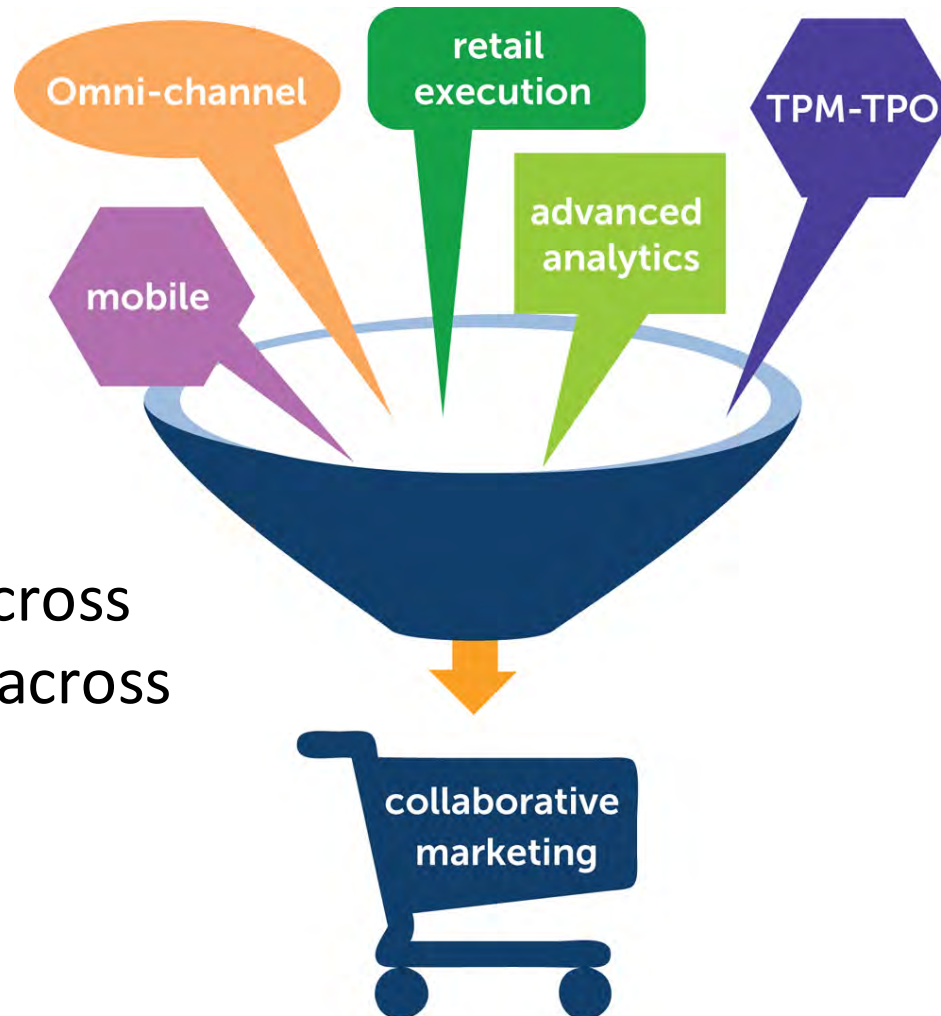
CCM Executive Training/Certification

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





Promotion Optimization Institute: What's in the basket for manufacturers and retailers



Globally, across
functions, across
disciplines



POI Resources for Collaborative Marketing and Leadership Capabilities Needed Today



POI TPx Vendor Panorama 2016



POI Retail Execution Vendor Panorama
2016



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

Upcoming Events in 2017



POI
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SPRING SUMMIT 2017

Fusing Digital and Trade Strategies to Drive Mutual Growth

"Taking your TPM TPO and Advanced Analytics Capabilities to the Next Level"

April 5th – 7th, 2017
Chicago Marriott Downtown



POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally
8-10, May 2016 • Amsterdam, The Netherlands

Big Data Pricing TPO Retail Execution Mobility TPM

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THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with Exceptional Retail Execution

SEPTEMBER 27-29, 2017 | TEANECK, NJ

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Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx and Retail Execution Journey

Nov 1-3, 2017 • Westin Dallas Galleria

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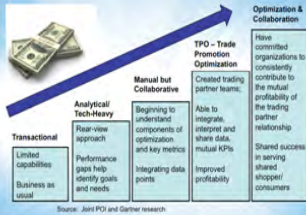
Word cloud terms: TPX, RETAILERS, OPTIMIZATION, MERCHANDISING, COLLABORATION, PROMOTIONS, DATA, STRATEGY, PROFITABILITY, RELEVANCE, TARGETING, CUSTOMER, EDUCATION, TRADE, TECHNOLOGY, CERTIFICATION, STRATEGIC, HIGH, CPG, PRICING, ANALYTICS, MARKETING, DATA, RELEVANCE, PROMOTIONS, PRACTICES, ROI, STRATEGY, PROFITABILITY, MARKETING, OPTIMIZATION, TARGETING, PROMOTIONS.

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Getting There One Step at a Time



Your TPM-TPO - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Events,
and Association Membership



Education
and Certification

Leads to Optimization, Collaboration and Profitable Growth!