



**Fusing Digital and  
Trade Strategies  
to Drive  
Mutual Growth**

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*“Taking your TPM TPO  
and Advanced Analytics  
Capabilities to the Next Level”*

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## **Welcome to the Promotion Optimization Institute!**



**#POIChicago17**



**#POIChicago17**

# **300+ chose to be here at POI to advance by:**

**Building knowledge and resources to understand next steps for advancing with TPM-TPO Retail Execution in an increasingly digital world**

**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 digital enablement and as it relates to TPx and Retail Execution**

**Understand which innovations and leading technologies are having an impact on growth, and how to plan your next move**

**Learning from each other, plus each unique case example presented throughout the next two days, and play some tennis and golf – Well, all that except the tennis and golf**



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# More POI Resources for Collaborative Marketing and Leadership Capabilities Needed Today



**POI TPx Vendor Panorama 2016**

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations



**POI Retail Execution Vendor Panorama 2016**

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations



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

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations



**POI Re-Engineering Trade Promotions from a Cost of Doing Business to an Investment in Profitable Growth**

Promotion Optimization Institute, LLC  
Re-Engineering Trade Promotions from a Cost of Doing Business to an Investment in Profitable Growth

**POI Re-Engineering Trade Promotions from a Cost of Doing Business to an Investment in Profitable Growth**



**POI Personalized Offers: The Cure for Tired, Ineffective Promotions**

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations

**Personalized Offers: The Cure for Tired, Ineffective Promotions**



**POI The Evolution of Crowdsourcing: Rise of Performance-Driven Merchandising**

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations

**The Evolution of Crowdsourcing: Rise of Performance-Driven Merchandising**



**POI The POI 2016-2017 State of TPx and Retail Execution for Global Consumer Goods Report**

From the author of  
Retail Research and the Public  
Change Management  
for Sales Organizations

**The POI 2016-2017 State of TPx and Retail Execution for Global Consumer Goods Report**

# 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

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



# Upcoming Events in 2017

**POI SPRING SUMMIT 2017**  
PROMOTION OPTIMIZATION INSTITUTE

**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  
9-11, May 2017 • Amsterdam, The Netherlands

**POI**  
PROMOTION OPTIMIZATION INSTITUTE

**Big Data Pricing TPO Retail Execution Mobility TPM**

**THE POI RETAIL EXECUTION SUMMIT**  
Gaining Competitive Advantage with Exceptional Retail Execution

SEPTEMBER 27-29, 2017 | MORRISTOWN, NJ

**Collaborative Marketing Driven by Advanced Analytics Summit**

Ensuring Your Successful TPx and Retail Execution Journey

**POI**  
PROMOTION OPTIMIZATION INSTITUTE

Nov 1-3, 2017 • Westin Dallas Galleria



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



POI Research, Advisory, Events, Workshops and Membership



Education and Certification

**Continuous Improvement is at the core of all we do, leading to Collaboration, and Profitable Growth!**