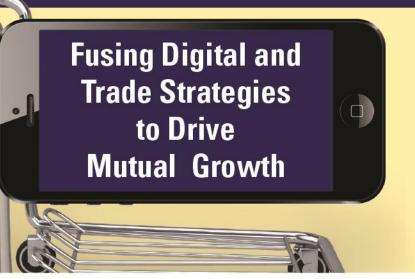


# **SPRING SUMMIT 2017**



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

# Welcome to the Promotion Optimization Institute!







## 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





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





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



Personalized Offers: The Cure for Tired, Ineffective Promotions



The Evolution of Crowdsourcing: Rise of Performance-Driven Merchandising



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

"Help me discover"

A blended approach

"Teach me"

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

http://poinstitute.com/manufacturer-services/

#### YOU ARE HERE

### **Upcoming Events in 2017**

#### POI 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





Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx and Retail Exection Journey



Nov 1-3, 2017 • Westin Dallas Galleria









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!