

# Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx  
and Retail Execution Journey



## Welcome to the Promotion Optimization Institute!

Michael Kantor  
CEO and Founder  
Promotion Optimization Institute



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



POI TPx Vendor Panorama 2017



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



2017 POI Vendor Panorama for Retail Execution and Monitoring in Consumer Goods



Personalized Offers: The Cure for Tired, Ineffective Promotions



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



The Evolution of Crowdsourcing: Rise of Performance-Driven Merchandising

# Certified Collaborative Marketer (CCM)<sup>TM</sup>

## 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 December 13-14, 2017
- <http://www.poinstitute.com/certification/certification-ccm.html>



# 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>



YOU ARE HERE

# Upcoming Events in 2018

## Collaborative Marketing Driven by Advanced Analytics Summit

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Nov 1-3, 2017 • Westin Dallas Galleria



## Collaborative Marketing Success via Next Generation Trade and Revenue Optimization!

“Winning with TPx, Retail Execution, and Advanced Analytics Capabilities Across Channels”



April 11-13, 2018 • Chicago Marriott Downtown



13-14,  
December  
2017

## POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



15-17, May, 2018

Hilton Budapest  
Royal Castle District



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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!**