

COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



**SPRING
SUMMIT 2018**

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



Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute (POI)

If all you focus on is the goal...you miss all the work, and details it takes to get there!

Revenue Management is the application of disciplined analytics that **predict consumer behavior** at the micro-market level and **optimize product availability and price to maximize revenue growth**. The primary aim of Revenue Management is **selling the right product to the right customer at the right time for the right price and with the right pack**. The essence of this discipline is in understanding customers' perception of product value and accurately aligning product prices, placement and availability with each customer segment. ~Wikipedia

To get it perfect, it would look like this:

<https://www.youtube.com/watch?v=i9lKiGm6UtM>

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



#POICHICAGO18

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 <input checked="" type="checkbox"/>	Vendor access <input checked="" type="checkbox"/>	Case studies <input checked="" type="checkbox"/>	POI research <input checked="" type="checkbox"/>	Access to subject matter experts <input checked="" type="checkbox"/>	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.



New POI Industry Initiative

Promotion Optimization Institute
e-Commerce Business Leadership Council

Today, we will begin to explore the challenges and success of suppliers and retailers on that journey, what is considered best practice, and what standards or KPI's should be included. Today, we will discuss a set of key questions to unlock these challenges!



Friday Can't Miss Sessions!

Achieving Revenue Management Goals Using Enhanced Analytics

Moderated by: Dale Hagemeyer, Partner, Promotion Optimization Institute, LLC

Panelists: Armin Kakas, Director Revenue Management, Wells Enterprises, Inc.

Gurkan Munsuz, Sr. Director Trade Strategy and Planning, Kellogg Company

Joseph Marseu, Director of Pricing Analytics, Church & Dwight, Co., Inc.

The Future of Blockchain and Cryptocurrency in Trade Promotion?

Presented by: Rob Hand, Senior Manager, Trade Promotion, Capgemini

A Journey Towards Trade Promotion Excellence

Presented by: Anna Quillen, Industry Lead, CPG Clarity Insights

Jenna Harper, Sr. Manager Sales Operations & Industry Activation, Tyson Foods, Inc.

Leveraging Insights and Advanced Analytics to Succeed with Amazon and Other eCommerce Retailers

- Mine and Connect Amazon data to reveal new insights

- Deploy Digital Shelf Insight to Drive Sales Execution

- Evaluate Campaigns to Understand their Effectiveness

Presented by: Andrew Schiller, Johnson & Johnson Director of e-Commerce Category Management and Insights

Upcoming Events in 2018



YOU ARE HERE

SPRING SUMMIT 2018

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POI
PROMOTION OPTIMIZATION INSTITUTE

April 11-13, 2018 • Chicago Marriott Downtown

POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally

15-17, May, 2018

Hilton Budapest
Royal Castle District

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The banner features a background image of the Hungarian Parliament Building in Budapest at night, with its lights reflecting in the Danube River. The text is overlaid on the image in white and orange colors.



Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx
and Retail Execution Journey

November 7 - 9, 2018
Westin Galleria Dallas



 **POI**
PROMOTION OPTIMIZATION INSTITUTE



Your TPx-RGM - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Webinars, Workshops, and Membership



Education, Share Groups, and Certification