

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your
Successful TPM-TPO
Retail Execution Journey

April 10-12, 2016

Intercontinental Hotel, Chicago



**Welcome to the Promotion Optimization
Institute!**

Michael Kantor
CEO and Founder
Promotion Optimization Institute



#POIChicago16



300 are here at POI advancing 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



Poster Sessions

- 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
- Founding University and Corporate Sponsors for this initiative include:
 - Mike Marzano, Mondelēz
 - Steven Ramage, Rich Products
 - Cameron Korehbandi, Red Bull
 - Dan Woltman, Mondelēz
 - John L. Stanton, PhD, & Ron Klimberg, PhD, Saint Joseph's University.

Certified Collaborative Marketer (CCM)TM

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





POI Services

Manufacturer Services

POI helps manufacturer member companies focus on success:

Benchmarking current business practices through best practices and surveys

Facilitating peer interactions at POI events and through facilitated introductions

Personalized interactions with POI leadership to discuss your unique situation

Providing thought leadership for how enabling technologies can meet current and future requirements

Taking a broad approach to promotions across sales, marketing, finance, and IT departments

Supporting technology deployments: Through insight about which vendors are most suitable to your particular situation

POI Supports Consumer Goods Manufacturers in Promoting and Distributing Their Products through:

[Best Practice Reports: POI Access](#)

[Leveraging POI Leaders: POI Deep Dive](#)

Upcoming Events

POI Global Promotion Optimization Summit
 Collaborate Globally and Execute Locally
 10-11, May 2016 • Brussels, Belgium



Big Data Pricing TPO Retail Execution Mobility TPM



POI
 PROMOTION OPTIMIZATION INSTITUTE

THE POI LATIN AMERICAN SUMMIT

Winning with Promotion Optimization in Latin America

Strategies to succeed with TPM, TPO, Sales Effectiveness, and Advanced Analytics

July 19-20, 2016
 Miami Beach



THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with Exceptional Retail Execution



SEPTEMBER 26-27, 2016 | ST. LOUIS, MO

POI
 PROMOTION OPTIMIZATION INSTITUTE

Achieving Mutual Growth through Data Centered Collaboration

Fueled by TPM, TPO, Revenue Management, and Advanced Analytics Capabilities

Summit • Nov 2-4, 2016 • Dallas TX



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HOSTED BY **POI** PROMOTION OPTIMIZATION INSTITUTE

POI WEBCAST SERIES

TRADE PROMOTION ANALYTICS:
Know the 50% of Promotions that Work
 Wednesday, April 27, 2016 | 2:00 - 3:00 PM ET

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Your TPM-TPO - Retail Execution and Global Collaboration Journey



POI Research, Events, and Association Membership



Education and Certification

Leads to Optimization, Collaboration and Profitable Growth!