

POI Global Promotion Optimization Summit



Big Data
Pricing TPO
Retail Execution
Mobility TPM

Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute



#POIEurope16



#POIChicago16

200 are here at POI to advance 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



Together we make a difference!

Dear Michael,

I would like to thank you again for your warm welcome and for your generous donation.

We are deeply moved by your support and your solidarity.

Generous gifts like yours provide not only a financial support, but also a moral support for the Belgium Red Cross and their volunteers.

I wish you and POI, a very successful Summit in Brussels and a great time in our beautiful city!

With my best regards

Mélanie Zylberberg

Responsable Legs et Philanthropie

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Your TPM-TPO - Retail Execution and Global Collaboration Journey



POI Research, Events, Advisory, and Association Membership



Education and Certification

Leads to Optimization, Collaboration and Profitable Growth!