

# POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



*Big Data*  
*Pricing TPO*  
*Retail Execution*  
*Mobility TPM*

## Welcome to the Promotion Optimization Institute!

### 3<sup>rd</sup> Annual European Summit

Michael Kantor  
CEO and Founder  
Promotion Optimization Institute



#POIEurope17

# Succeeding Against All Odds!!





#POIEurope17

## **200+ Growing Community Here to Advance by:**

**Creating and improving your plans for TPM-TPO retail execution advanced analytics, and collaborative marketing**

**Connect & collaborate with industry peers on best practices to achieve profitable growth in an extraordinary environment**

**Build capabilities to advance utilization of data, insights, revenue management, on shelf availability and team excellence**

**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**

# 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>	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™
<b>Avenue</b>	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
<b>POI Role</b>	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.

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



POI TPx Vendor Panorama 2016

From the Institute of  
Market Research and the Practice  
Change Management  
for Sales Organizations



POI Retail Execution Vendor Panorama  
2016

From the Institute of  
Market Research and the Practice  
Change Management  
for Sales Organizations



POI – The State of TPx and Retail  
Execution for Global Consumer Goods and  
Retail Report.pdf

From the Institute of  
Market Research and the Practice  
Change Management  
for Sales Organizations



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

**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

**Personalized Offers: The Cure for Tired, Ineffective Promotions**



The Evolution of Crowdsourcing:  
Rise of Performance-Driven  
Merchandising

**The Evolution of Crowdsourcing: Rise of Performance-Driven Merchandising**



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

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

# 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 event June 14-15, 2017
- <http://www.poinstitute.com/certification/certification-ccm.html>





# Upcoming Events in 2017

**POI European Promotion Optimization Summit**  
 Collaborate Globally and Execute Locally  
 9-11, May 2017 • Amsterdam, The Netherlands




**POI**  
 PROMOTION OPTIMIZATION INSTITUTE



**THE POI RETAIL EXECUTION SUMMIT**  
 Gaining Competitive Advantage with Exceptional Retail Execution



**SEPTEMBER 27-29, 2017 | MORRISTOWN, NJ**

**Collaborative Marketing Driven by Advanced Analytics Summit**

Ensuring Your Successful TPx and Retail Execution Journey



**POI**  
 PROMOTION OPTIMIZATION INSTITUTE

**Nov 1-3, 2017 • Westin Dallas Galleria**

Getting There One Step at a Time



Source: Just POI and Gartner research

# 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!