



THE POI NORTHEAST REGIONAL SUMMIT

Achieving Growth Through RGM,
Retail Execution, eCommerce,
and Analytics Excellence



Welcome to the Promotion Optimization Institute!

Mike Kantor
CEO and Founder
Promotion Optimization Institute (POI)



Time Flies when you're Constantly Evolving – 10+ Years!

November 2008 – POI Founded at the Beginning of the Great Recession

June 2010 – POI Charting Your Course to Trade Promotion Optimization Research

March Nov. 2011 – POI Inaugural Spring and Fall North American Summits

June 2013 – POI Graduates the First Certified Collaborative Marketers (CCM)[™]

May 2015 – POI Inaugural European Summit, Geneva

March 2016 – POI Retail Execution Vendor Panorama

September 2016 – POI TPx Vendor Panorama, and Inaugural Regional Summit

November 2018 – Promotion Optimization Institute's 10 Year Anniversary!

April 2019 – POI Next phase of growth & evolution (POI Transformational Leadership Council, RGM Share Group, POI Toronto, POI CPG Connect Group, CCM going Global)

May 2019 – POI 5th Annual European Summit – Aboard the SS Rotterdam – Next Steps to Growth!

June 2019 – POI Inaugural Canadian Summit – Driving Profitable Growth **NORTH!**

Today – POI 4th Annual Northeast Regional Summit, NY/NJ

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 11-12, 2019
- <http://www.poinstitute.com/certification/certification-ccm.html>



The Next Generation of CPG and Retail Professional





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FOUNDING MEMBERS

THIS IS YOUR LEARNING COALITION

ABSTRACT THINKERS

INDUSTRY THOUGHT LEADERS

COLLABORATIVE

TECHNICAL

BUSINESS TEAMWORK

MFG CAPABILITY DEVELOPMENT

RETAILER SOLUTION PROVIDERS



How POI Serves Manufacturers and Retailers

Obtaining Best Practices: the Promotion Optimization Institute
Facilitates Your Learning Style



Broad coverage of collaborative TPx, retail execution, analytics and Optimization						
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 ☑	Vendor access ☑	Case studies ☑	POI research ☑	Access to subject matter experts ☑	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.



Upcoming Events in 2019



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September 25-27, 2019 | Hyatt Regency Morristown, NJ



**December
11-12, 2019**



**Collaborative Marketing
Driven by Advanced
Analytics Summit**



Ensuring Your Successful TPx
and Retail Execution Journey

November 6 - 8, 2019
Westin Galleria Dallas

POI First Half 2020

Spring Summit – Chicago, IL April 1-3

POI European Summit Berlin, DE May 18-20

POI Toronto, CA June 10-12

POI CCM at SJU June 17-18



Your TPx-RGM - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Webinars, Workshops, and Membership



Education, Share Groups, Training and Certification