

Driving Profitable Growth North!





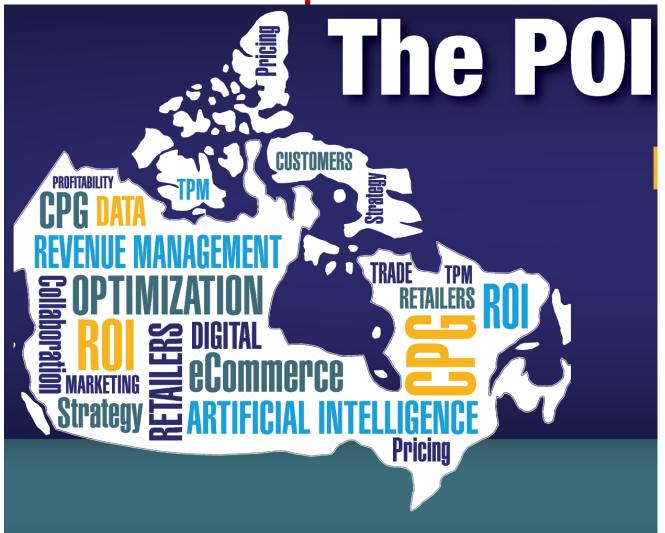
Welcome to the Promotion **Optimization Institute!**

Michael Kantor **CEO** and Founder Promotion Optimization Institute (POI)





Lets Go Raptors!





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 RE Summit

April 2018 – Launch of POI eCommerce Business Leadership Council

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

April 2019 – POI Next phase of growth & evolution (POI Transformational Leadership Council, Share Groups, POI Toronto, EBLC, 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!





#POITORONTO19

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 June 19-20, 2019
- http://www.poinstitute.com/ certification/certificationccm.html







How POI Serves Manufacturers and Retailers

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

"Help me discover"

A blended approach

"Teach me"

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 ☑	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.				

Promotion Optimization Institute • June 2019 • Toronto, Ontario



POI View – Holistic Planning

Holistic Process Transformation Required:



Duplicative work effort is exerted across the organization & hinders "one version" of the truth

СМО	ссо	CFO	Varies by Company	COO	CIO
Marketing	Sales	Finance	RGM	Demand Planning	Technology
 Pricing & lift coefficients Baseline 	 Pricing & lift coefficients Baseline Incremental Discount depth & frequency Assortment & mix Spend 	 Pricing & lift coefficients Baseline Incremental Spend 	 Pricing & lift coefficients Baseline Incremental Discount depth & frequency Assortment & mix Spend 	 Pricing & lift coefficients Baseline Incremental 	Partner to develop & ddeploy business technology requirements

Solution 1: Holistic Data Transformation and Management



Upcoming Events in 2019





THE POI NORTHEAST REGIONAL SUMMIT

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



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





Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx and Retail Execution Journey



November 6 - 8, 2019 Westin Galleria Dallas





Your TPx-RGM - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Webinars, Workshops, and Membership



Education, Share Groups, Training and Certification