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Promotion Optimization Institute • Fall Summit 2019 • Dallas, TX

Strategy and Vision is Shared & Created at POI Summits:



Create and improve roadmap for planning & effectiveness, pricing, advanced analytics & optimization, retail execution, and collaborative marketing

Connect with industry peers on best practices to achieve profitable growth in challenging times (People/Process/Systems)

Build capabilities to advance utilization of data, insights, analytics, revenue management, on-shelf availability and TPx

Improve Holistic Enterprise Engagement: Marketing, Sales, Finance, Revenue Management, Demand Planning process and practices.

Understand which innovative capabilities and technologies are driving “intelligence,” growth, efficiency & effectiveness

Advisory Board Members

**Tim Barnes**

Director Revenue Growth Management,
J.M. Smucker Company

Denny Belcastro

Vice President
Kimberly-Clark

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EVP and COO
The Hain Celestial Group

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Promotion Optimization Institute, LLC

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DMM Beverages
Walgreens

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Campbell Soup Company

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Church & Dwight, Co., Inc.

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VP Business Development, US
Cornerstone Capabilities, Inc.

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Managing Director, CGS & Food Retail
Accenture

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Head of Membership, Loyalty, and Retention
BJ's Wholesale Club

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Promotion Optimization Institute, LLC

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Professor, Decision and System Sciences
Saint Joseph's University

Kevin Kroymann

Director, Trade Marketing
Hormel Foods

Lisa Malleus

Head of eCommerce Digital Solutions ITS, Americas
Mondelēz International

Randy Mangum

Margin Management
Mill Fleet Farm

Michael Marzano

Director Business Technology
Sysco Corp.

Mike Nothofer

Director, Strategic Revenue Management
GSK Consumer

Lisa Overman

Director of Marketing
Dole Foods

Colby Sheridan

Global Vice President - Sales and Marketing Solutions
SAP

Dr. John L. Stanton

Chairman, Food Marketing Department, Saint Joseph's University
St. Joseph's University

Ken Sullivan

Senior Vice President
CMS Consulting

Tommy Thomas

Director Enterprise Architecture and Advanced Technology
Colgate-Palmolive Company

Chris Timko

Senior Director of Sales
Hometown Food Company

Jon Vasatka

VP Business Development
Blacksmith Applications, Inc.

Win Weber

Chairman, Chief Executive Officer
Winston Weber & Associates (WWA)

Dr. Russell Zwanka

Food Marketing Professor
Sienna College

POI by the Numbers:

Manufacturer and Retailer efficiencies learned equates to millions of dollars dropped to the Bottom Line

Serves over 1500 Manufacturers, Retailers, and Solutions Providers in 26 countries focused on profitable growth

Consistent growth in members, attendance and facilitating sales, market share, & profitability for Retailers, manufacturers and vendor partners

Growing resources and member services, including: Research, advisory, and best practice education/reports

Every Certified Collaborative Marketer Graduate has been promoted, and/or has taken on additional responsibilities

How POI Serves Manufacturers and Retailers

PROMOTION OPTIMIZATION INSTITUTE

Sharing Best Practices and Facilitating Skills & Growth

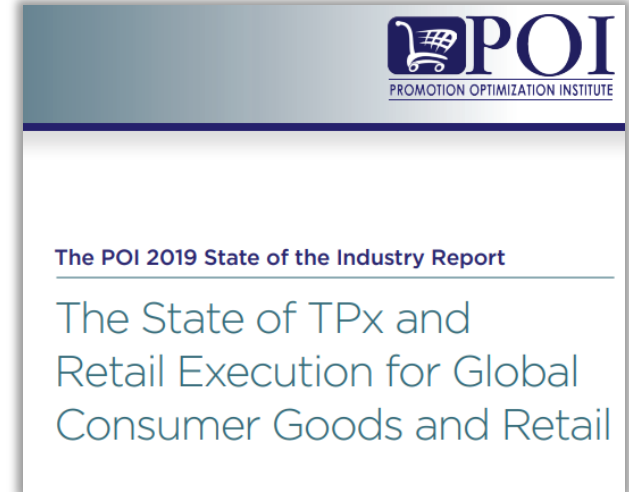
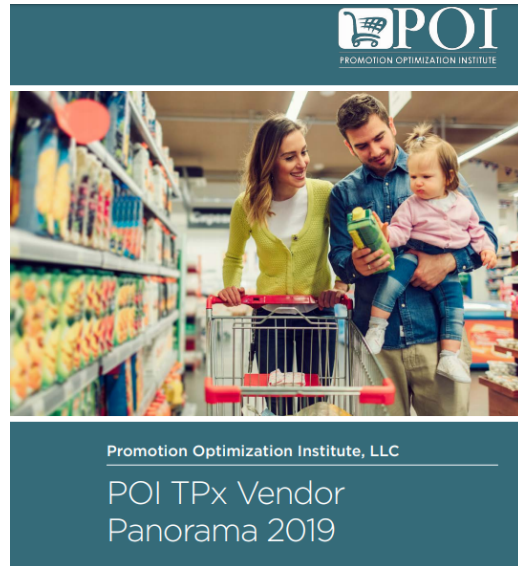


Broad coverage of collaborative TPx (TPM, TPO, ROI), retail execution and advanced analytics

Benefits	Meet people with similar challenges & projects	Interact with leading technology & consultative service vendors	Gain experience from those who are on or have executed the journey	Access to CPG thought leadership documents. To read, and share with your teams	Help me work through my unique situation	Understand cross-functional business process, work, data, analytics & technology= Enterprise Manager
Accessed Through:	Peer leadership networking And Share Groups	Vendor Connections	Case studies & webinars	POI research	POI Subject matter experts	"Collaborative Marketer" CCM™ 6-month on-line course & certification
POI Provides	POI industry events, share groups, and personal introductions	POI Industry events & advisory services connect vendor partners, manufacturers, & retailer organizations together	Presentations at POI events, written documents, webinars, direct connects with your team	Guidance on appropriate reading, as well as POI site resources specific to your needs	1 on 1 discussion format with POI leaders and network of POI resources	POI generates curriculum & facilitates academic program at St. Joseph's University partnership

POI Resources:

Business Creation, Management and Leadership



CPG's leverage strategic leadership perspective in & through POI Reports & membership advisory.

As the leading industry Association focused on the promotion and distribution of consumer goods, POI creates & executes the TPx & Retail Execution Vendor Panoramas to support Manufacturer and Retailer understanding/RFI capabilities investigation.

POI partners with leading CPG consultants, vendor partners, retailers and manufacturers to produce white papers and share CPG thought leadership across the industry.



Certified Collaborative Marketer (CCM)[™]

CCM Executive Training/Certification

- 90% Online delivery
- Executive Program held at St. Joseph's University in Philadelphia, WMU, ASU
- Learn Collaborative Cultures, Skills & Strategies
- Two-day live session, 16- week self directed study, 2-day final collaborative workshop December 11-12, 2019

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

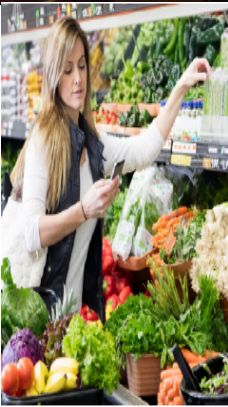


The Next Generation of CPG and Retail Professional





Connecting Leaders Around the World



**Centering Commercial Capabilities to Deliver Sales & Revenue Growth,
Drive Customer Engagement & Optimize the Consumer Experience.**

- Analytics & Optimization
- Data Management • Pricing • Revenue Growth Management • Trade Promotion
- eCommerce • Digital • Retail Execution



SPRING SUMMIT 2020 | April 1-3, 2020 | JW Marriott Chicago



Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx
and Retail Execution Journey



November 6 - 8, 2019
Westin Galleria Dallas



#POIDallas19

YOU ARE HERE!

The only RGM, TPx, and Analytics
Focused Event Crafted with an
immediate ROI for Attendees.

[Detailed Agenda](#)

**Reserve your place at the pre-
conference Workshops, RGM Share
Group and choice of Day 2, Deep
Dive Workshops:**

**See Susan McHenry to select your
workshop (if you have not already)**

**POI and CMS Full-Day RGM Share Group for Executives-
Members only.** [More Information and Join Here](#)

Pre-conference workshop: to engage CPG's and Retailers
around the latest growth areas: **"Winning the Revenue
Management Race for Profitable Growth"**.

Day 2 Deep Dive Workshops: See banner below for workshop
options: TPM, Analytics, Data Mgt., CX, Optimization, Digital etc.

Vendor Lightning Talk Sessions: Vendor sponsors at the POI
summit will briefly present their company's latest and most
interesting technological advancements. Find out what's new and
a good fit for your technology roadmap.

POI FALL ANNUAL SUMMIT | DALLAS | NOVEMBER 6-8, 2019

From Strategic to Tactical Engagement Throughout the POI Summit

Wednesday Pre-Conference

- 8:30am POI Board Meeting
- 9am POI RGM Share Group (Members Only)
- 3pm Strategy & Workshop - RGM (Manufacturers & Retailers)
- 6pm Networking Reception

Thursday Day 1 Summit

- **Keynote: Bob Ravener, EVP and Chief People Officer, Dollar General (Ret)**
- Full Day of Presentations
- Vendor Lightning Rounds
- Exhibits & Meetings
- Networking Reception
- Dinners

Friday Day 2 Summit

- VP Keynote
- Deep Dive Workshops
- Trade Promotion Management
- Revenue Growth Management
- Optimization/Analytics
- End to End Planning, Execution, & Customer Experience
- Data Management
- Leveraging Data & Digital Commerce



Upcoming 2020 POI Events



Centering Commercial Capabilities to Deliver Sales & Revenue Growth, Drive Customer Engagement & Optimize the Consumer Experience.

- Analytics & Optimization
- Data Management • Pricing • Revenue Growth Management • Trade Promotion
- eCommerce • Digital • Retail Execution



SPRING SUMMIT 2020 | April 1-3, 2020 | JW Marriott Chicago

POI Summit Opportunities...beyond the awesome networking and connections:

The only RGM, TPx, and Analytics Focused Event Crafted with an immediate ROI for Attendees

When registering, be sure to reserve your place at **specific peer connect sessions and deep dive workshops** <http://bit.ly/POISpringSummit2020> Contact Joanie at jhampto@p-o-i.org

POI Transformational Leadership Council: A change-oriented community of business and technology leaders activating strategy & transformation (Invitation only)

Included with CPG and Retailer registrations are ROI Driven workshops to engage CPG's and Retailers around the latest growth areas including RGM, or Trade Optimization across physical and digital commerce.

POI Lightning Talk Sessions – The point of each lightning talk is not to give a detailed talk but rather to present briefly the latest and most interesting technological advancements.

POI and CMS Full-Day RGM Share Group for Executives
Next meeting: April 2020 [More Information: mkantor@p-o-i.org](mailto:mkantor@p-o-i.org)



May 18-20, 2010 Berlin, DE
European companies and divisions advance their go to market, RGM, promotion, and retail execution strategies for profitable growth <http://bit.ly/POIEuropeanSummit20120>



June 9-11, 2020 Toronto
Best practices for the Canadian retail environment, solving unique challenges when creating and executing strategies for planning, executing, and achieving promotional ROI and sustainable growth http://bit.ly/POI_CanadianSummit2019 .



POI Fall Annual Summit, Dallas, TX Nov. 1-3, 2020

It's Time To Connect...

**Join one of the POI
US, Canada & European
Manufacturer Connect
Share Groups**

**Next Connects:
Europe Nov 14th
US/Canada Nov 15th**

**Email Pam or Michael to
join the call...**

POI MANUFACTURER CONNECT

Join the Quarterly Call hosted by POI
with benefits including • Peer Connection
• Insight into Best Practices & Trends
• Peer Benchmarking • Opportunities
for Collaboration • Resources



Contact Joanie Hampton at jhampto@p-o-i.org to join.
Space is limited to the first 30 manufacturers to RSVP.

POI State of the Industry Survey

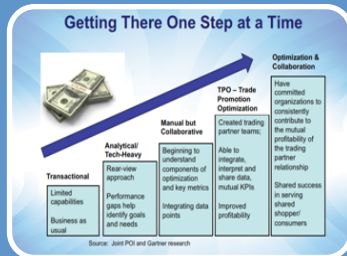
**Please take 15 minutes
to complete the confidential
POI State of the Industry survey.**

<http://bit.ly/PoiTPxRe2019report>

The first 25 Manufacturer/Retailer attendees to fully complete the POI State of the Industry Survey will receive a complimentary pass (registration fee waived) to attend a POI Summit of their choice.

Email pambrown@p-o-i.org with the subject “My Survey - POI Summit Pass”

POI Drives Collaboration, Optimization & Profitable Growth!



Your Holistic Planning - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Webinars, Workshops, Events, and Membership



Education, Share Groups, Training and Certification