

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx
and Retail Execution Journey



Welcome to the Promotion Optimization Institute!



#POIDallas19

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

How POI Serves Manufacturers and Retailers

PROMOTION OPTIMIZATION INSTITUTE

Sharing Best Practices and Facilitating Skills & Growth

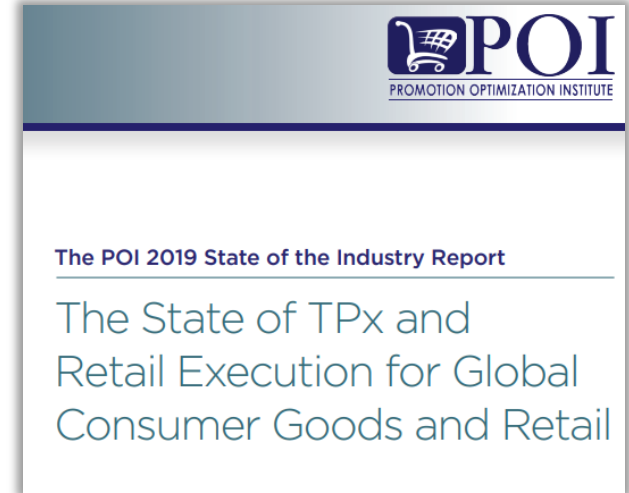


Broad coverage of collaborative TPx (TPM, TPO, ROI), retail execution and advanced analytics

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|--------------------------|--|--|---|--|---|---|
| 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





Collaborative Marketing Driven by Advanced Analytics Summit



Ensuring Your Successful TPx
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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](#)

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

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

**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)



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

Upcoming 2020 POI Events



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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>

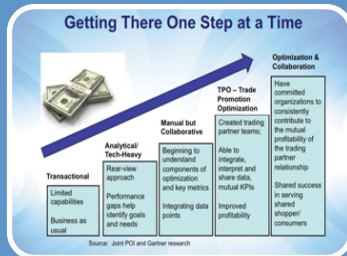


June 9-11, 2020 Toronto
Best practices for the Canadian retail environment, solving unique challenges when creating and executing strategies for planning, executing, and achieving promotional ROI and sustainable growth http://bit.ly/POI_CanadianSummit2019.



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

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