

POI Global Spring Virtual Engagement Summit

Fine Tuning your Strategies and Commercial Capabilities for a Post-Pandemic World

Pre-Conference Workshops: May 25 Main Conference: May 26

From Strategic to Tactical Engagement Throughout the POI Summit

Summit Keynotes:

Transforming for Post-Pandemic Performance as Trading Partner Dynamics and Shoppers Shift



Tom Burkemper,
VP Merchandising - Center of Store
(Beverages, Dairy, Snacks/Candy, Frozen,
Grocery, HBC, GM) Save A Lot Food Stores Ltd.



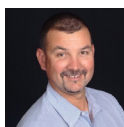
Denny Belcastro,
VP Business Development, Kimberly-Clark

Prioritizing Innovation as Main Driver of Leadership and Growth



Nader Badii,
CEO, Mission Foods Mexico

Re-energizing Shopper Centric Trading Partner Collaboration in a Post-Pandemic Reality



Mark Hawthorne,
Fmr Group VP Customer and Merchandising
Analytics, Albertsons



Ryan Voorhees,
Group VP, Marketing, Merchandising and
Category Management

FOR INFORMATION

VISIT: http://bit.ly/poiglobalsspringsummit_agenda
to view all POI live and virtual events

CONTACT: Manufacturers and retailers connect with
Joanie Hampton at jhampto@p-o-i.org (845) 406-7925
for your complimentary pass

Why Attend?

Advanced commercial capabilities

to deliver business success post Covid-19 consumer experience.

Analytics & Optimization
Data Management
Pricing & RGM
Trade Promotion
eCommerce & Digital
Retail Execution



Hear peer-set strategies

around managing people and systems to enable success in a post-pandemic retail reality.

Learn modern approaches to managing trade, establishing revenue growth management teams plus balancing and delivering enterprise growth.



Explore vendor capabilities and services

in digital, data, RGM, trade promotions, pricing, advanced analytics/optimization/ ML/AI.

Optimizing the perfect store retail experience

to sell more, expand the category and deliver growth.



Featured Workshops:

Pre-Conference-Revenue Growth Management

Advancing Capabilities in Revenue Growth Management:

Advancing to RGM practices that can significantly enhance your business holistically.

In this interactive workshop we want to give you a realistic road map of how to adapt, thrive, and focus on tangible results from TPx to RGM, including: RGM Maturity models plus understanding road maps moving from trade to RGM, Analytics evolution including AI.

Pre-Conference eCommerce and Omnichannel

Accomplishing Your eCommerce and Omnichannel Objectives as Shoppers Shift in the New Reality:

Gain understanding of shopper behavior and conversion strategies/tactics unique to ecommerce sales.

Learn how to continuously improve offers to optimize basket, margin, and profit.

Optimizing the digital shelf through eCommerce insights for improved ROI & build core brands.

Day-2 Deep Dive Workshops

Developing the Right Business Case for Advancing Your Trade Promotion Management and Optimization Capabilities, Including Successful Change Transformation from HQ to the Field.

Getting the Most from Your Broker Relationship as Trading Partner Dynamics and Shoppers Shift

Adapting Retail Execution to a Data Driven Omnichannel World

AI Enabled Revenue Growth Management

Questions That Can Be Answered at a POI Summit:

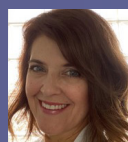
1. How to better approach JBP meetings with retailers, understanding what they want, and will need in a post-pandemic retail environment.
2. How to drive sustainable, profitable growth through pricing, promo, and assortment for joint value creation.
3. Gain a thorough understanding of 360 consumer/shopper and levers necessary to engage and convert them via channel, price pack, price architecture, strategy to executional tactics.
4. Achieve proficiency with commercial capabilities across commerce, and gain practical and impactful use cases of AI and Machine Learning to immediately enhance your Revenue Growth Management capabilities and outcomes.
5. Learn best practices to implement now on how to enable growth through personalization and digital commerce. Plus, experience leading solution providers focused on pricing and promotion leadership, sales effectiveness, analytics/optimization, consumer experience, profitable growth, etc.
6. Gain strategies on how you transform your team from sales personnel to Business Manager/General Manager.
7. As a retailer or manufacturer, you'll advance your capabilities for commercial excellence and profitable growth now, and into the new decade!

"Congratulations on another terrific and successful event! POI has become one of the industry's leading events that truly makes a difference and can impact what CPG manufacturers need to do today! I found all of the sessions I attended to be very informative and very well done."

-Denny Belcastro, VP, Kimberly-Clark



Michael Kantor, CEO
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Pam Brown, CCO
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