



POI 2021 Chicago Summit

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

Pre-Conference Workshops: November 3rd Main Conference: November 4th & 5th

From Strategic to Tactical Engagement Throughout the POI Summit

Summit Keynotes:

Retail Transformation 2022



Michael Gorshe,
POI Board Member



Denny Belcastro,
Vice President, Industry Affairs and Customer
Development, Kimberly-Clark



Tom Burkemper,
Vice President DSD & Merchandising Services,
Save A Lot Food Stores Ltd.



Tim Heil,
Senior Vice President of Sales: U.S. Food Grocery,
Mass, Natural and Ethnic, Utz Brands

Understanding the How's and Why's of Taking Price



Curt Balara,
Chief Customer Officer,
Bel Brands, USA



Alan Skiles,
Global Director of Revenue Management,
Brown Forman

How Strategic Pricing Enables Competitive Advantage at Scale Globally



Aswathy Das,
Lead, Global Pricing Capability,
GlaxoSmithKline



W. Alexander Barnes,
VP, RGM, Antuit.ai

How Mondelez Uses Computer Vision for Automating Perfect Store Execution and Achieve Growth



Pablo Peña,
Digital Experience (DX) Lead Latin America,
Mondelēz International

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.



FOR INFORMATION

VISIT: https://bit.ly/POI_FallChicagoLive2021
to view all POI live and virtual events

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

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.

Deep Dive Workshops

Deep Dive ROI Centered Workshop: How to Drive Efficiencies and Effectiveness via Trade Promotion Management Optimization

How To Enable your Organization, Tools, and Processes for RGM Success

Activating Advanced Analytics, Optimization, and Data Management Across the Enterprise

“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

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!



KANTAR

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GLOBAL

visualfabriq

SAP

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High performance. Delivered.

MCI
WIN THE MARKET

strategy&
Part of the PwC network

salesforce

NielsenIQ

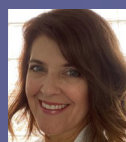
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