

ABOUT POI

CONNECT • LEARN • INSPIRE

POI'S FOCUS

Holistic Enterprise Planning, Revenue Growth Management, Retail Execution, Digital E-Commerce, Data Management, Advanced Analytics/Optimization/ML/AI & more...

- **Advanced commercial capabilities** to deliver business success, revenue growth and exceptional consumer experience.
- **Hear peer-set strategies** around managing people, process, 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** to help ascertain which new advancements and capabilities best meet your companies challenges and strategies.
- **Optimizing the perfect store retail experience** to sell more, expand the category, and deliver growth.

SUMMITS, WEBINARS & WHITE PAPERS

Connect with industry experts and leaders as the POI Community advances commercial capabilities, hears peer-set strategies, learns modern approaches, explores vendor capabilities & services, and optimizes the perfect store retail experience.



POI MANUFACTURER & RETAILER ADVISORY

Supports the manufacturer and retailer front-end project development planning so organizations can move to faster decision making and execution to deliver the organization's strategic priorities.

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TRANSFORMATION LEADERSHIP COUNCIL

Cost pressure, board demands, omni-channel shifts, increased consumer expectations, niche brand competition, innovation, DTC, aging technology, and organization structures. Discuss how leadership teams prioritize “first things first” business plans and set a strategy for growth. Work through issues/opportunities created by the evolution of the new commercial ecosystem.



POI SHARE GROUPS

Gain peer connection & collaboration, insights into best practices & trends, peer benchmarking, workshops, and access to POI resources.

CERTIFIED COLLABORATIVE MARKETER (CCM)[™] PROGRAM

Up-skill talent in your organization through POI’s certification for next generation CPG and Retail professionals. Learn Collaborative Cultures, Analytics & Optimization, RGM, Pricing, Omni-Channel planning, CatMan, Digital, and many more skills and strategies.

CONNECT WITH POI LEADERSHIP TO LEARN MORE:

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