

POI RESOURCES

TO DRIVE CONSUMER GOODS SALES

WHAT IS POI?

The Promotion Optimization Institute (POI) brings together manufacturers, retailers, solution providers, analysts, academics, and industry leaders to enhance Enterprise Planning, promotion, and distribution of consumer goods. The POI community fosters the exchange of cross-functional best practices through structured programs and informal interactions.

poinstitute.com

POI EVENTS

- **POI Summits**

The POI summits gather 450+ consumer products leaders into a premiere forum that delivers cutting-edge insights and best practices in RGM, Trade Promotion Planning and Optimization, Data and Analytics, AI/ML, Retail Execution, Omnichannel, eCommerce, Marketing, and Customer Experience. At the summits, solution providers gain valuable Enterprise Planning knowledge, connect with other industry leaders and technology providers, and find actionable tools to streamline operations and strategize for the future.

POI Summits enable your organization to differentiate capabilities through:

- On Stage Co-Presentations With Manufacturer Clients
- 5min Lightning Round Presentations
- Substantial Networking at Your Booth and Throughout the Event
- Deep Dive Platform Demos
- Pre and Post Event Workshops

- **Webinars**

Webinars provide a platform for leading manufacturers and solution providers to share insights into their achievements, best practices, the processes driving their success, and how solution providers contribute to capability advancements.



POI Summits and Webinars offer sponsors the opportunity to generate direct sales, capture valuable leads, and build lasting relationships through both pre and post event interactions.

POI LEADERSHIP



Michael Kantor,
Chief Executive Officer
and Founder



Pam Brown,
Chief Commercial Officer
and Partner



Julie Oxner,
EVP of Strategic Initiatives

ADVISORY

At POI, we offer specialized advisory services tailored for solution provider partners in the Consumer Goods industry. Our experienced advisors bridge the gap between vendor offerings and manufacturer needs, focusing on key differentiators, effective messaging, and industry trends. We offer business lead development, consumer goods prospect insights, and strategic deep dive advisory sessions to help your organization thrive in a dynamic market.

RESEARCH

- **The POI Annual State of the Industry Consumer Goods Research Report**

This research report peer-benchmarks the intersection of people, processes, and technologies across Holistic Enterprise Planning (Trade Promotion Management & Optimization, What-if Promotion Scenarios, ROI, RGM) and in-store Retail Execution. It explores key trends, leadership & organizational priorities, and the impact of data and digital transformations within the CPG industry. The POI State of the Industry is a valuable resource for solution providers to gain deeper benchmarking insights into the consumer goods space and the specific needs of manufacturers & retailers.

- **The POI Annual Consumer Goods Enterprise Planning and Retail Execution Vendor Panorama**

This report is the CPG industry's essential guide to understanding "what's possible" across Trade Promotion Management and Optimization, Revenue Growth Management, and in-store execution. The report offers a platform for solution providers to showcase their strengths, differentiators and latest capability advancements in EPx and RetX. The Vendor Panorama in-depth reporting serves as the primary marketing vehicle for your solutions as manufacturers investigate and select new capabilities. It is a strategic guide for your product development road map.

- **White Papers**

The white papers offer in-depth research on the CPG industry, highlighting key opportunities and innovations. They showcase your organization's thought leadership, experience, and best practices. A thought leadership white paper can enhance your reputation, extend reach, and generate leads.

