

Reinventing Collaboration in a Digital World

The Trade Promotion Event of the Year

Agenda

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Monday, July 20, 2009: Building Collaboration through the Trade Promo Cycle

Start Time	End Time	Session
7:30 am	– 8:20 am	Registration & Breakfast
8:20 am	– 8:30 am	Conference Welcome Address Bob Houk – Executive Director, TPMA
8:30 am	– 9:20 am	Keynote Address: Building the Foundations for P&G's World-Class, Collaborative Trade Promotion Management Program <i>The Right Data, in the Right Place, at the Right Time – Globally</i> Javier Cordero – Section Manager, Portfolio Planning Leader Health and Well Being Global Business Services, Procter & Gamble

Three billion times a day, Procter & Gamble brands touch the lives of people around the world. P&G distributes products and conducts trade promotion activities in approximately 180 countries, which the company groups into 50 individual markets. Differing languages, levels of economic development, style of retail operations and market fragmentation create layer upon layer of trade promotion management complexity, requiring significant sales personnel time to manage details, removing them from building relationships with their customers – the very foundation of collaboration. Add to this multiple operating units, businesses and growth through acquisitions and the complexities grow exponentially. Javier Cordero will discuss how the company is building the very foundations of a collaborative trade promotion process by ensuring that the right data is in the right systems globally without overburdening the sales force as they continue to build the customers' businesses. Attendees will learn how P&G is creating—on a global basis—a more collaborative back end with key partners, with a methodical workflow and pragmatic approach – laying the groundwork for trade promotion optimization and advanced analysis to identify and multiply the most successful programs, always with the goal of helping their customers build their businesses.

Redefining Collaboration throughout the Trade Promotion Cycle

What are the steps to collaboration and how do they impact each segment of the trade promotion cycle? Our Day One sessions will redefine and provide specific steps for collaboration in each cycle segment – with expert practitioners sharing their experiences in achieving improved efficiency and effectiveness through channel collaboration, and thoughts on how the 'New Ways of Working Together' initiative might impact trade promo processes and practices. Separate sessions will examine the processes specific to the Durables and FMCG categories.

	<u>CONSUMER DURABLES PROGRAM¹</u>	<u>FAST-MOVING CONSUMER GOODS PROGRAM²</u>
9:30 am – 10:20 am	Budgeting, Planning and Forecasting Alicia Morehouse – Senior Channel Marketing Program Manager, Polycom	Budgeting, Planning and Forecasting Michael Forhez
10:20 am – 10:40 am	Networking Break with Solution Providers	
10:40 am – 11:30 pm	Execution Alicia Morehouse	Execution Blake Watts
11:40 am – 12:30 pm	Compliance Monitoring and Settlement Karen Hartsell – Solution Provider Marketing & Communications, Intuit	Compliance Monitoring and Settlement Blake Watts
12:30 pm – 1:30 pm	Conference Networking Lunch	
1:30 pm – 2:20 pm	Analytics Karen Hartsell	Analytics Michael Forhez
2:20 pm – 2:40 pm	Networking Break with our Solution Providers	
2:40 pm – 4:10 pm	Strategic Roundtable Discussions: These closed-door, roundtable sessions, facilitated by industry experts, will explore current challenges and best practices in each of four subject areas: 1. Best Practices in Trade Promo Collaboration—addressing New Ways of Working Together Facilitated by Inez Blackburn – President, Market Techniques and Innovations 2. Econometric Modeling In the New Economy Facilitated by Suzanne Valentine – Vice President, Science and Analytics, DemandTec	
6:00 pm – 7:00 pm	Conference Cocktail Reception	

¹ Consumer Durables includes apparel, footwear, accessories, housewares, consumer electronics, entertainment, gaming, hardware, do-it-yourself and automotive

² Fast-Moving Consumer Goods includes food & beverage, health & beauty aids, and related

TPMA
Conference:
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Collaboration**
July 20–21, 2009
San Francisco, CA

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Tuesday – July 21, 2009: Real World Collaboration – Case Studies

Start Time	End Time	Session
7:30 am	8:20 am	Registration & Breakfast
8:20 am	8:30 am	Conference Morning Announcements
8:30 am	9:10 am	<p>Trade Promotion Planning and Analysis: A Game That Needs Changing Todd Bortel – Senior Consultant, Cannondale Associates Armen Najarian – Senior Director, Industry Marketing, DemandTec</p> <p>Much of the problem with trade promotion comes down to retailers' own practices with respect to planning and analysis—or more accurately, to the inadequacy of these practices. This session will 1) provide an assessment of retailers' current trade promotion practices with respect to both planning and analysis, 2) identify critical barriers to improvement, and 3) make specific recommendations for both manufacturers and retailers about how to overcome these barriers. To address these goals Cannondale Associates interviewed a wide range of retailers during February and March of 2009 and solicited their feedback on current practices, goals and key obstacles.</p>
9:20 am	10:00 am	<p>On-Line Trade Promotions</p> <p>Online marketing is growing as the traditional media decline, and yet only visionary companies seem to be taking advantage of these cost-effective and pervasive technologies for trade promotion. Learn what these visionaries have found to be successful and how you can adopt similar strategies to increase lift for your brands and your categories.</p>
10:00 am	10:20 am	Networking Break with our Solution Providers
10:20 am	11:00 am	<p>Survey of Global TPM Practices Hari Natarajan - Principal – Retail, CPG & Logistics, Infosys Infosys with Bob Houk – Executive Director, TPMA</p> <p>This groundbreaking study by Infosys and TPMA will clarify practices by leading international firms in terms of systems and processes across geographies. Are top global marketers implementing the same systems in all the countries where they do business? What degree of customization are they doing? What are the barriers to global implementations? This session will answer your questions and give you pointers to the approaches of other leading marketers.</p>
11:10 am	11:50 am	<p>Trade Promotion Strategies in the Digital World Diane Berry– CEO, TPMA and VCF</p> <p>This session will explore the tools, benefits and best practices associated with Web 2.0 technologies available to consumer goods retailers and manufacturers to lift entire categories and create strategic differentiation.</p>
12:00 pm	1:00 pm	<p>Luncheon Keynote Address Why the Nattering Negativists Were Wrong... Or were they? Miles David – Solutions Officer, BIGresearch, LLC</p> <p>BIGresearch returns to VCF and TPMA with projected consumer spending behavior for Fall '09 and the next big retail event – Back to School Shopping. Has consumer sentiment changed since the Presidential Election, when BIGresearch last presented its findings? Mr. David will track the caprice of consumer confidence in the seven months since the election and reveal the "wisdom of crowds" from a new June '09 survey. Will we see a positive trend for the retail industry? BIGresearch believes so, but the wisdom of crowds will prevail.</p>
1:00 pm	2:30 pm	<p>Pride Passion Profitability – The Art of War Inez Blackburn – President, Market Techniques and Innovations, Inc.</p> <p>This ground-breaking session will change the way you develop and deploy strategies by changing the way you think about your company, your competitors and your customers. It will take you to a higher level of strategic thinking by demonstrating how to create an uncontested market position by finding new ways of working together by embracing, rather than resisting, change. This session is an introduction to a course that teaches how to outthink and outperform your competitors by leveraging the teachings of Sun Tzu and "The Art of War" with pride, passion and profit.</p>
2:30 pm		Conference Concludes

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