



Marketing in a NEW WORLD ORDER

If you spend it, will they come?

April 20-22, 2008 | San Francisco, CA

TradePromotion
Management Associates

TPMA Executive Sales, Marketing and Merchandising Conference

Marketing in a New World Order: *If you spend it, will they come?*

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Join industry leaders and prominent practitioners as we explore how trade promotion management factors in:

- Complete Market Mix Modeling
- Total Return on Marketing Investment
- Collaborative Planning for Success

Today's collaborative environment demands that consumer products executives optimize spending and deliver a measurable return on marketing investment. Trade Promotion Management Associates, in concert with marketing mix modeling, will foster the necessary environment to integrate sales, marketing, and merchandising to drive collaborative Trade Promotion Optimization.

Conference registration: \$995 | TPMA/VCF Member registration rate: \$795

Hotel/Venue Information

JW Marriott Hotel San Francisco

500 Post Street corner of
Post and Mason
San Francisco, California
94102

Tel: 1-415-771-8600

Fax: 1-415-398-0267

Agenda Overview – PRE-CONFERENCE

Sunday, April 20th, 2008

2:00pm - 4:00pm **TPMA Executive Advisory Board Meeting**

4:00pm - 5:00pm **TPMA Foodservice Council Meeting**

4:00pm - 7:00pm **Registration Open**

6:00pm - 7:30pm **Welcome Cocktail Reception**

Evening **Sponsored Networking Dinners**



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Agenda Overview – DAY 1

Monday, April 21st, 2008

7:15am - 4:00pm **Registration Open**

7:30am - 8:15am **Networking Breakfast** (Provided by afterBOT)

8:15am - 8:30am **Welcome Address**

Mobile Marketing Analytics

8:30am - 9:30am Brad Hairston – Vice President, Consumer Products Industry Practice Leader – Southwest Market, Hitachi Consulting

Using Metrics for Benchmarking

9:30am - 10:20am Camille Schuster – Professor of Marketing and Management, California State University San Marcos

10:20am - 10:40am **Coffee Break – Industry Insights** (Provided by Capgemini)

Trade Spend Management at a Crossroads: The Intersection of Law and Business

10:50am - 11:40am Daniel A. Kotchen – Partner, Kotchen & Low, LLC

TPM Best Practices – The Path to Foodservice Excellence

Panel discussion including, Rich Products Corporation, Ventura Foods, Tyson, & Land O'Lakes

Moderated by: Jim Klass – Director, National Consumer Products Practice, Hitachi Consulting

11:50am - 12:50pm **Networking Lunch** (Provided by Hitachi Consulting)

Opening Keynote Address

After the Perfect Day:

When Difficult Markets Demand Bold Moves by Trading Partners

Steve Riordan – Senior Vice President, Management Consulting, PRG Schultz

12:50pm - 1:40pm Joe Wiseman – Vice President, Transformation, Dean Foods

As the decades long rising tide of consumer spending slows, business competition grows more intense with each passing day. Steve Riordan, a retail and consumer products industry expert, will present the results of his survey of industry executives (including TPMA conference attendees) on consumer spending expectations in the short and long term. He and Joe Wiseman, VP Transformation at Dean Foods, will discuss their views on the economic trends, and how trading partners are responding to this tougher climate. Come and hear what some leaders think will be required to survive, or even thrive in the coming years.

Planning for the Value Chain is Everybody's Responsibility – Alignment Means Tremendous Results to Operate Outside In

1:40pm - 2:30pm

Kai Kypko – Senior Director of Supply Chain Systems – Plantronics, Inc. with Oracle

2:30pm - 2:50pm **Coffee Break – Industry Insights**



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Agenda Overview – DAY 1 (continued)

Monday, April 21st, 2008

2:50pm - 3:40pm	Strategy for Greater "Marketing Accountability" in a Sales-Driven, Multi-Channel Environment Ted Combs - WW Managing Director, Consumer Goods, Microsoft Corporation	The Foodservice Benchmarking Survey – Results and Insights Delivered Chris Weisen – Consumer Products Industry Principal, SAP
3:40pm - 4:30pm	The Customer Specific Retail Enterprise Gary Hawkins – CEO, Green Hills Markets	
6:00pm - 8:00pm	Kick-off Reception and Exhibitor Expo <i>Sponsored by DemandTec</i>	
8:00pm - onwards	Open Evening. Enjoy San Francisco!	

Agenda Overview – DAY 2

Tuesday, April 22, 2008

7:15am - 4:00pm	Registration Open
7:15am - 8:00am	Networking Breakfast (Provided by Oracle)
8:00am - 8:10am	Welcome Address
8:10am - 9:00am	<p>2nd Day Keynote Address: Next Generation Category Management – Ensuring Return on Investment <i>Since its introduction by Dr. Harris almost 20 years ago, Category Management has become a global best practice across all sectors and major retail channels. Dr. Harris will outline the "next generation" model which focuses on the shopper, stresses the importance of more effective execution, and highlights the need for improved technology. He will be joined by Phil Delurgio of M-Factor to discuss new solutions for improving the quality of marketing and promotion decisions in brand and category plans, and as a result, the ROI on Marketing and Category Management investments.</i></p> <p>Dr. Brian Harris – Founder and Co-Chairman, The Partnering Group, Inc. Phil Delurgio – Founder and Chief Executive Officer, M-Factor, Inc. Lisa Wellington – Senior Manager of Marketing Science, The Coca-Cola Company</p>



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Agenda Overview – DAY 2 (continued)

Tuesday, April 22, 2008

9:00am - 9:50am	Straight from Gartner - Seven Key Considerations When Choosing a TPM Solution Dale Hagemeyer – Research Vice President, Gartner Research	
9:50am - 10:35am	Integrating Demand & Supply w/ Short Life-Cycle Products & External Constraints Karen LaBombarda – Director Sales Planning and Operations, Electronic Arts with Oracle	
10:35am - 10:55am	Coffee Break – Industry Insights (Provided by IRI)	
10:55am - 11:40am	Integrating one-to-one marketing for trade partner success Walter Decasas – Director, Chrysler Motors, LLC	Outsourcing in a Flat World: What It Means to Marketing and Sales. What It Means For You! Michael Forhez – Senior Principal, Consumer Products & Retail Practice, Infosys Consulting
11:40pm - 12:30pm	Lunch (Provided by Synectics)	
12:30pm - 1:15pm	Interpreting MROI – Regardless of the Sources of Data AMR Research Results	
1:15pm - 2:00pm	Work to Become a Trade Promotion Learning Organization Don Lanham – Director, Consumer Products, Clarkston Consulting	
2:00pm - 2:10pm	Closing Remarks	
