

Future of Food Retailing Forum

September 22-24 Oakland, CA

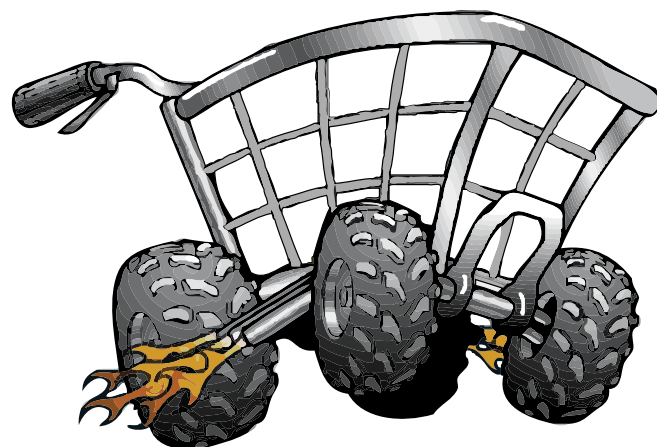
The Future You Want Skills, Knowledge, and Structure for Grocery Channel Success

To win in this new world, you need to understand what has changed, how it has changed, and how your company may need to change in turn:

How will the grocery channel react to a protracted downturn and a slow recovery?

What new retailer behaviors have surfaced and which ones are likely to be permanent?

The grocery landscape has undergone a set of seismic shifts in the last 12 months: the things grocers and their suppliers knew about shoppers and consumers altered with the recession... and will transform again as the downturn ends. Plans and strategies are being—and will be—recalibrated. While the US grocery channel remains fragmented, there are several common principles that suppliers can leverage to find a path to growth.



Schedule at a Glance

Time	Sept 22	Sept 23	Sept 24
8a-12p	General Session	West Coast Offense	Strategic Retailer Management in a Recession
1p-5p		Best Practice In Grocery Retailing	

Agenda

Sept 22 **General Session**

Get To the Future You Want

John Rand, Director of Retail Insights—Grocery, MVI

Consumers now see a vastly different future than they did a year ago. Their new attitude leads retailers to rethink strategies around value, product mix, promotion, price, and targeted marketing. Rand discusses how hi-lo behavior has already changed, how promotional opportunities are shrinking and transforming, and how shifts in shopper choice of outlet are both a threat and an opportunity to conventional supermarkets.

Building Shopper Skills on a Grocery Team—Communication, Activation, & A Common Purpose

Brett Stover, Vice President, Glendinning Management Consultants

Shopper data allows retailers like Kroger to be smarter on price, assortment, and shopper communication. As retailers develop capabilities to better leverage their own shopper insights, customer teams need an expanded set of skills to win. Stover discusses the capabilities, roles, processes, and partnerships required and shares a few mini-case studies.

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“Impact Merchandising” –A New Mandate for Brands at Retail

Warren Dawson, Executive Director, Dawson Thoughtware

More than ever, grocery retailers—and the suppliers that call on them—require successful implementation of merchandising plans and intentions. New practices are needed that not only manage store compliance, but also measure what impact their plans actually have on sales performance. Warren Dawson identifies the fundamentals of ‘merchandising performance management’ that CPG organizations must master to ensure brand performance success as retailers apply new planning methods, measurements, and capabilities in their stores. He will speak to the fundamental question, “What is merchandising really worth?”

Merchants as Marketers: Doing In-store Digital Right

Michael Stich, Director of Strategic Planning, Bridge Worldwide

In the ‘90s, retailers extended their reach and brand experience by going digital. Today, digital is in-store, creating strategic opportunities and challenges for vendors. Important questions abound: What should your objectives be? Which aspects of digital will succeed in-store? How do you measure impact? And do you risk cannibalizing your online goals? Stich makes sense of the situation—clarifying who is doing it right, evaluating best practices, and outlining how suppliers can define and measure success in-store digital today.

To Optimize You Must First Measure—Maximizing Shopper Marketing ROI

Kathryn P.G. Casavant, Managing Director, Cannondale Associates

Maximizing shopper marketing ROI requires marketers to understand how consumers shop, how they make purchase decisions, and what motivates them to buy. Determining which (shopper) marketing vehicles/contact points are most influential for the category and brand, engaging for the shopper, and effective at driving purchase is essential. Yet quantifying shopper marketing ROI is only possible if hard metrics are in place linking the stimulus (media) with the behavioral response (frequent shopper card data) and the attitudinal reaction (online panel) across all shopper marketing touch points: T.V., print, online, in-store, digital, mobile, etc. Casavant discusses the analytical capabilities, methodological processes, and strategic partnerships that make it possible and shares a case study.

Trading Up, Down, In, and Out: The Shopper’s New Frugality Dance

Bryan Gildenberg, Chief Knowledge Officer, MVI

Looking beyond 2009, MVI believes the economic situation has driven a sea change in shopper behavior—some of which is temporary and some permanent. Understanding these altered shopper dynamics is critical to effectively managing and growing supermarket business going forward. Gildenberg looks at how these changing shopping dynamics will impact strategies, prospective programs, and team capabilities going forward.

Sept 23 **West Coast Offense** (AM)

In the wake of a rocky 2008, Safeway has acknowledged that it must find a new path to return to growth. MVI looks at Safeway’s key strategic initiatives for the next 12-18 months, how they compare to other West Coast retailers (like Costco, Winco, Albertsons, and El Super), and the implications to the channel and its vendors:

- Walk away with new forecasts for Safeway, its West Coast competitors, and the US grocery channel through 2014E.
- Examine Safeway’s efforts around delivering “everyday value:” how comprehensive is the program...and is it too late?
- Contemplate the future of shopper data: Is Optura the right answer at Safeway? Can learnings from one retailer’s shopper program be applied elsewhere?
- What are other West Coast retailers doing to compete and grow in this economy? How does this affect Safeway’s plans?

Sept 23 **Best Practices in Grocery Retailing** (PM)

An array of grocers, large and small, have set themselves apart from the rest in regards to their specialized skills and aptitudes. MVI identifies who these retailers are, what their best practices look like, and how they can be applied elsewhere:

- **Compare and contrast best practices in data-driven analytics, value messaging, and driving shopper conversations, among other topics.**
- Find out where the grocery industry is going...and who is going to take it there.
- Assess leading retailers’ strategies, including what makes them work and where potential vulnerabilities lie.

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Sept 24 **Strategic Retailer Management In A Recession**

MVI's renowned SkillBuilders™ course on strategic frameworks and planning now incorporates the influence and implications of the economy to help suppliers plan account strategy in light of the downturn. The workshop gives participants an exercise-driven "lens" for account planning, using retailer examples to illustrate MVI's account management process. The class includes modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards in this tough environment.

- **Strategic Frameworks for Leverage.** Navigate through strategic paradigms to align with the way retailers go to market, gain an in-depth understanding of the critical functions within the retailer necessary to execute your account plan, and identify techniques to move the dialogue beyond price to the "who" and "how."

- **The Co-Planning Roadmap.** Utilize the OGSM (Objectives, Goals, Strategies, Measures) method as a co-planning framework and learn how to merge brand plans, retailer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Uncover retailer negotiation methods and explore how today's uncertain environment offers new challenges and new opportunities.
- **Measurement and Alignment.** Gain insight into maximizing scorecards and reviews, including how to consider both short-term issues and longer-term endeavors in the context of pricing and margin challenges.

For More Information/To Register

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Full Day Rate USD 1650 **1/2 Day Rate** USD 895

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

Room Rate: USD 149

Cut-off date: September 1, 2009

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