

Walgreens Workshop Series

August 4–5, 2009 | Chicago, IL



The New Path to Partnership with Walgreens

Over the past year, Walgreens embarked on a path of true transformation—unveiling a bold three-year strategic plan with supporting initiatives designed to get “More from the Core,” all while simultaneously undertaking a massive “Rewiring for Growth” initiative through the realignment of its costs, culture, and capabilities. **Walgreens is fundamentally changing how it goes to market and what work it requires of its vendor partners.**

The emergence of Walgreens’ new strategies and its recent corporate restructuring suggest that we are at an important inflection point. **Suppliers will have to shift their mindset and approach as this important customer transitions from rapid, organic unit /square footage growth to square footage/ product optimization.**

[How can your company gain alignment with Walgreens’ Customer Centric Retailing \(CCR\)?](#)

Schedule at a Glance

Aug 4	Aug 5
Walgreens Workshop	Strategic Retailer Management for Walgreens (SkillBuilders)

Aug 4 Walgreens Workshop

Walgreens is taking steps to ensure its future dominance through the realignment of costs, cultures, and capabilities. A comprehensive understanding of Walgreens’ newest initiatives and their impact on marketing, merchandising, and operations will be essential for suppliers to align their categories and organization with the Walgreens of the future. MVI examines how these initiatives are fundamentally reshaping the path to partnership for supplier partners:

- **Walk away with MVI’s latest near- and long-term growth projections and familiarize yourself with the implications implicit with a slower pace of new store openings and square footage growth.**
- Deepen your understanding of Walgreens Customer Centric Retailing (CCR), including plans to optimize assortment, enhance the shopping experience, offer effective pricing and promotion, and amplify vendor relationships.
- **Gain insight into Walgreens’ new shopper segmentation program and consider different strategies to help your customer better understand and serve its core shopper.**
- Examine Walgreens “Rewiring for Growth” strategy—including recent organizational changes—and evaluate how these changes will impact your business with the retailer.
- Review significant macro factors and trends impacting the US retail landscape as a whole—and chain drug in particular—and assess their effect on retailer and shopper behavior.

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Aug 5 Strategic Retailer Management for Walgreens

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 Walgreens 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 Walgreens goes to market, gain an in-depth understanding of the critical functions within

Walgreens 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 Info & Registration

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Web www.MVI-worldwide.com/Events/
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Fax 1.617.499.2723

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The Westin O'Hare
6100 River Road
Rosemont, IL 60018
1.847.698.6000

Room rate: USD139
Cut-off date: July 17, 2009

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

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