

Target Workshop Series

September 1-3, 2009 | Minneapolis, MN

Re-Tooling Your Partnership, Collaborating for Growth



Over the past year, Target clearly endured its share of challenges—the recession took its toll on guests' balance sheets and altered their shopping patterns. At the same time, Walmart benefitted from the uncertain economy and made a substantial commitment to Project Impact. In the midst of all this change, Target is experimenting with a variety of strategies designed to increase traffic and attract shoppers who are trading down from other channels.

As Target increasingly reaches out to suppliers, now is an ideal time for manufacturers to invest in their relationship with the multi-billion dollar retailer to be on the ground floor of their future growth initiatives.

Today's economic climate will not endure—and the retail ecosystem that will emerge from the recession will certainly include a re-tooled Target.



Announcing a special guest presentation by Chris Borek of Target

Come join us and hear how Target approaches branding, the multi-channel Guest, digital marketing...and more

Chris is a Senior Manager at Target in charge of external sales and partnerships for the retailer's multi-channel digital marketing division. His current role focuses on in-store digital marketing, online, as well as emerging technologies. Chris works with agencies, brands and partners to determine how to most effectively message to Target's affluent Guest. During Chris' 10 years at Target he has held roles in Finance, Merchandising, Technology and has also managed a SuperTarget store.

Schedule at a Glance

Time	Sep 1	Sep 2	Sep 3
8a-12p	Target Workshop	MVI Keys to Vendor Success: What You Need To Know About Project Impact	Strategic Retailer Management in a Recession
1p-5p		Retailer Economics: The Art of Shelf Defense	

Agenda

Sep 1 Target Workshop

special guest presentation by Chris Borek of Target

In today's economy, Target's sales are suffering and its go-to-market strategy seems less resilient than in the past. Yet—despite the downturn—Target is reaching out to suppliers and seeking new ways to drive guest traffic and conversion. In this full-day workshop, MVI provides a comprehensive review of Target's performance thus far in 2009 and walks through the new strategies they are undertaking—delivering a comprehensive analysis

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of Target's business across formats, both in terms of merchandising and marketing.

- **Discuss Target's marketplace performance and MVI's updated forecast for growth through 2013**
- Consider Target's efforts to re-design their in-store approach
- Explore the implications of the rollout of P2009/S2009 and Target Fresh
- **Benchmark Target's private label performance, especially in light of the "up & up" replacement of the "wave and bullseye" line**
- Examine new partnership opportunities and evaluate potential growth

Sep 2 **MVI Keys to Vendor Success: What You Need To Know About Project Impact (AM)**

Walmart has embarked on an ambitious plan to fundamentally change its merchandising, marketing, and operational strategies. As an all-encompassing strategy for the world's largest retailer, Project Impact is the single biggest issue in the retail industry today (short of the recession), and it promises to reshape relations with suppliers for years to come. **More importantly, its impact on go-to-market strategies of competing retailers (such as Target)—and the suppliers who call on them—is significant.**

This workshop will explore Project Impact in detail, outlining the implications for suppliers calling on Walmart's competitors:

- Find out how "Win, Play, Show" merchandising impacts distribution, assortment, pricing, and promotion—and **how it may change your strategy with Target**
- Learn how **"Save Money. Live Better"** brings aspiration and direction to Walmart—and may trump **"Expect More. Pay Less"** and other retailers' marketing approaches
- Understand how "Fast, Clean, and Friendly" brings clarity to Walmart stores—and increases the competitive pressure on others' in-store marketing efforts
- **Gain insight into how the retail ecosystem changes in an "Impact" world**

Sep 2 **Retailer Economics: The Art of Shelf Defense (PM)**

Dramatic changes in shopper behavior and instability in the capital markets are forcing retailers to focus their strategies inward to comp store sales (versus store expansion) for growth. This step-change in the amount of risk tolerated by retailers requires new levels of financial understanding and skill by supplier account teams. MVI presents a special SkillBuilders course on Retailer Economics:

- Raise your Financial Acumen—learn the language of finance and metrics across different retailers, formats, and channels.
 - **See problems before they become reality** – identify opportunities of financial return.
 - Set strategies for results in an environment of rapidly changing retailer requirements.
- Gain a working understanding of the basis, elements, and drivers of GMROI and other return-based financial measures. **These will become part of everyday conversations as item margin and velocity become critical to success on the shelf.**
- Private label delivers value to cash-starved shoppers while providing increased margin opportunities to retail operators. **It has and will put increased pressure on brands to perform over the next 12-18 months—identify the implications to your brand and how to manage them.**

Sep 3 **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

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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

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Logistics

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Room Rate: USD169

Cut-off date: 8/24/2009

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