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**Monday, May 3, 2010**

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8:00 am - 9:00 am **Registration / Breakfast**

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**Opening Remarks***TPMA*

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9:00 am - 10:00 am **Keynote Presentation: The Personalization of Trade Promotion Management***Ted Combs, WW Managing Director of Consumer Goods, Microsoft*

One legacy of the great recession is permanent shifts in shopper behavior. From the manufacturers' perspective, the biggest change may be increasing challenges to brand loyalty by shoppers' aggressive pursuit of value. Widespread availability of digital tools, from the internet to mobile devices, has suddenly put shoppers in control of their experience – from easy price comparison to honest user reviews. Online retailers have used this to their advantage, but brick-and-mortar retailers are just beginning to do so. For these traditional retailers, “re-personalization” of the shopping experience via customized services - provided on shoppers' own mobile devices - will be a new competitive differentiator. Manufacturers will, for the first time, be able to customize trade promotions to match shopper profiles and in-store actions, influencing buying decisions as they are made. Come learn about major technological advances associated with in-store, mobile, and cloud computing, that finally make it all possible.

11:15 am - 12:15 pm **SKU Rationalization***Dan Friedrich, Vice President Customer Development, Nestle Waters North America*

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11:00 am - 11:15 am **Break**

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11:15 am - 12:15 pm **Turnkey Programs***Norm Malone, Vice President of Marketing Programs, Hunter Douglas**Jim Stafford, Vice President, Strategic America*

A “turnkey local advertising program” will increase local participation...increase local spend...and increase dealer satisfaction. Learn the five key elements of a successful turnkey local advertising program for dealers/agents & retailers:

1. “Kiss” (keep it simple) (Turn “if” into “which”)
2. Custom tailored to specific dealers and markets (through SMP® automated media planning system)
3. On-line and in-field sell-in to dealers/agents/retailers.
4. Field marketing support “hot line”
5. Metrics (measuring results)

This presentation will show you how to maximize your Corporate ROI in local co-op advertising.

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**Monday, May 3, 2010 continued**

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12:15 pm - 1:15 pm **Lunch**

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1:15 pm - 2:15 pm **Category Management**

*Dan Strunk, Chairman Certification Evaluation Board, Category Management Assoc.*

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2:15 pm - 3:15 pm **More than a Bargain: Making Rebates Compliment Your Trade Objectives**

*Jill Yates, Senior Business Development Manager, Inmar Promotion Services*

Learn how a personal care brand used mail-in rebates to not only move short-term sales, but actually compliment other trade and in-store marketing efforts. In this session, you will see how an intensive, well-executed rebate program can translate into new distribution while supporting the goals of your core retailers.

But this session won't leave you with just someone else's success story; you can walk away with the tools you need to apply the learning to your brand. This session will introduce you to effective promotional planning, and provide insights you can use. Expect to learn about why rebates work, the best practices & pitfalls of doing a rebate program and even some creative concepts that may grab your consumers' attention.

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3:15 pm - 3:30 pm **Break**

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3:30 pm - 4:30 pm **Forecasting Round Table**

*John Rossi, Wipro*

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4:30 pm - 5:30 pm **Trade Promotion Innovations in Deep Discounting**

*Jay Becker, Director of Vendor Management/Data Integrity, Family Dollar Stores*

This session will provide a case for collaborative trade promotions where both suppliers and retailers invest in each other towards a marketing strategy that provides a mutual opportunity for growth. Suppliers have fixed trade promotion spends and it is important to understand all of the investments made by the retailer that may not always be visible, that will insure their mutual success.

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5:30 pm - 7:00 pm **Evening Networking Reception**

**Tuesday, May 4, 2010**7:30 am – 8:30 am **Registration / Breakfast****Opening Remarks***TPMA*8:30 am - 9:30 am **Price Promotion and Place are being Displaced***Inez Blackburn, President, Market Techniques & Innovations, Inc.*

How do you make your products and brands stand out in an abundance of consumer choice? Consumer-driven promotions focused on short-term sales or market share must be replaced by longer-term strategies that result in a stronger share of heart. Traditional consumer promotion tools such as samples, coupons, rebates, price reductions, loyalty rewards, displays, contests, and games will still bring attention to your products and brands, but it is important to make sure that these marketing tactics are aligned with your overarching corporate strategies and goals as they relate to developing stronger consumer relationships.

9:30 am - 10:30 am **Predictive Analytics***Bill Bean, WW Director Global Shopper Insights and Trade Research, Colgate-Palmolive**Damon Ragusa, CEO ThinkVine*10:30 am - 10:45 am **Break**10:45 am - 11:45 am **Shopper Marketing Helps Sales Take Bloom***Angie Hunter, Marketing Manager, Delhaize America - Bloom Banner**Jim Cusson, President, Birdsong Gregory*

There's lots of buzz around Shopper Marketing these days. But what is it? How are retailers and brands using it? And how can it help you? Jim Cusson, President at Shopper Marketing agency Birdsong Gregory will highlight the latest trends and technologies being used in the industry today. He'll be joined by Angie Hunter, Marketing Manager with Delhaize America's Bloom banner, who will reveal how Bloom, in partnership with national CPGs, has implement insight-based promotions in that have helped grow basket size and increase customer loyalty.

11:45 am - 1:00 pm **Lunch**1:00 pm - 2:00 pm **Digital Signage as a Trade Promo Tool***Intel*2:00 pm - 3:00 pm **Managing Your Deductions***Yesinne Alvarez, VP Client Solutions, Smyth Solutions*3:00 pm - 3:15 pm **Break**



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**Tuesday, May 4, 2010 continued**

3:15 pm - 4:15 pm **Re-Writing the Retail Paradigm**

*Brian Wiegand, CEO, Alice.com*

In today's market the route to consumers for branded manufacturers is more fractured than ever. Today's keynote will focus on a very unique and innovative model for selling products directly to consumers that is very different from traditional retail. Alice.com CEO and Co-Founder Brian Wiegand shares a new platform for achieving that goal; a model that shrinks the chain from supplier to consumer, creates a new assertion of brand loyalty and allows the consumer to become her own shelf merchandiser while benefiting the brand owner with valuable consumer insights and marketing outreach.

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4:15 pm - 4:30 pm **Closing Remarks**

*TPMA*