



Preliminary Breakout Schedule

As of February 5, 2010

Note: Session times and dates subject to change

<u>TRACK KEY:</u>		<i>Engineering Shopper Relationships</i>	<i>Innovation in Analytics</i>	<i>Redesigning Retail</i>	<i>Rewiring Marketing</i>		
Monday, March 22							
1:30-5:30	Getting the Most From Your Data Investment: Data Detective Mach 2						
Tues. March 23							
2:00	Is the Price Right? (J&J)	<i>Category Management Session</i>	<i>Private Label Session</i>	<i>Understanding the New Generation Shopper: Part I - Boomers</i>	<i>Looking at the Big Picture</i>	<i>Balanced Brand Building for Boosting ROI (Sara Lee Retail)</i>	
3:15	Trip Mission Deep Dive (Frito-Lay)	<i>Dynamic Price Sensitivity Meas. (Campbell's)</i>	<i>Next Generation Loyalty & The Segment of You</i>	<i>Understanding the New Generation Shopper: Part II - Hispanics</i>	<i>Getting From Fact to Act: Best Practices in Actionable Insights</i>	<i>Right Products in the Right Stores at the Right Time (Sara Lee Bakery)</i>	
4:30	What Recession? Finding Opportunities in BWS (4:30-6:30)	<i>Successes, Failures and Innovations in Marketing Mix Modeling</i>	<i>Engaging a More Profitable Shopper</i>	<i>Digital Gestalt: Separating the Myths from the Media (4:30-6:00)</i>	<i>Translating Food and Flavor Insights into Innovations (McCormick)</i>	<i>Using Food Service to Drive Profits in Convenience</i>	
5:30							
Wed. March 24							
2:30	<i>Customer Centric Retailer Category Business Planning Session</i>	<i>Market Structure: Planning for Growth</i>	<i>Branding Session</i>	<i>Retail Bus. Planning for Pumped Up Real World Results</i>	<i>Shoppers' Perspective Session</i>	<i>Brand Experience via Behavior Design: Marketing Solutions That Drive Sales</i>	
3:30	Reaping ROI with Innovative Re-Tooled Promotions	<i>Strategic Pricing Session</i>	<i>Best Practice in Sales Forecasting & Business Planning</i>	<i>Greater Than the Sum of Parts? Shopper-Centric Innovations</i>	<i>How to Win With Smarter Shoppers</i>	<i>The Social Web – What does it mean for CPG Brands?</i>	