



PMA Digital Shopper Marketing Summit 2011

**The Smarter Shopper: Marketing to the Digital Consumer
September 20-21, 2011
Stamford Marriott**

Day 1

<u>TIME</u>	<u>EVENT</u>
8am-850am	Registration/Continental Breakfast
850am – 9am	Welcome/Opening Remarks <ul style="list-style-type: none"> Bonnie Carlson, President, PMA
9am- 930am	OPENING KEYNOTE: The retail landscape and the smarter shopper Learn about the new vectors of shopper influence; why offline-online integration will drive the next growth phase for store-based retailers; the impact of connected people, places and products; and best practices for ensuring a networked value chain. <ul style="list-style-type: none"> Keith Anderson, Senior Analyst, RetailNet Group
930am-1015am	What's On The Shopper's Mind?: Insights You Need To Know How are shoppers using online sites, new devices and social media to access retailers, categories, and brands? How are marketers' integrated programs and retailers' partnerships affecting shoppers' purchase decisions? <ul style="list-style-type: none"> Candace Adams, President Global Retail Strategy, SmartRevenue Kim Rayburn, SVP, Client Solutions & Marketing, BIGresearch
1015am-1045am	Facebook's Evolution Toward Social Commerce. Social media's 21st century Game Changer is not just about friends any more. Hear where Facebook is going as the marketplace moves into social commerce. <ul style="list-style-type: none"> Tom Arrix, VP US Marketing Solutions, Facebook
1045-1050am	<i>Speed Speaking Session: Hooklogic</i>
1050-1105am	NETWORKING BREAK
1105am-12noon	Is the salesforce obsolete? Executives from top shopper marketing organizations have a frank talk about the implications of the overlap of digital, shopper marketing, and e-commerce on a manufacturer's go-to-market strategy, agency deployment, and who really owns the shopper relationship. <ul style="list-style-type: none"> Jeff Black, Senior Sales Consultant, eTailing Solutions & former VP of Grocery Sales, M&M/Mars (moderator)

	<ul style="list-style-type: none"> • Tammy Brumfield, Director of Shopper Marketing, Kroger Sales Team, ConAgra Foods • Marc Shaw, Director of Shopper Marketing, Unilever
12:15pm – 130pm	<p>LUNCH KEYNOTE: The Dynamics of Online Grocery.. Get an insider's view on how CPG companies can effectively harness the unique category drivers in order to participate, promote and thrive within the channel.</p> <ul style="list-style-type: none"> • Mike Brennan, COO, Peapod

BREAKOUTS—Day 1

<u>TIME</u>	<u>M-Commerce (breakout 3/4)</u>	<u>We-commerce (breakout 5/6)</u>	<u>E-commerce (breakout 2)</u>
145pm-215pm	<p>Dating a shopper: This session will help attendees solidify the foundations for a mobile relationship and outline a strategic approach that can drive a long term, insightful dialogue with a receptive consumer base.</p> <ul style="list-style-type: none"> • Ben Kennedy, Head of Mobile, Integer 	<p>Getting the most out of group commerce. When it comes to group shopping, what really works for packaged goods marketers? Join this session and find out.</p> <ul style="list-style-type: none"> • Matt Drinkwater, VP of East Coast Sales, Groupon 	<p>The effective online storefront, or How do you leverage info on customer behavior to ensure that each experience is unique. Strategy/thought process; Mobile clickstream analysis; Implications from a merch/marketing POV</p> <ul style="list-style-type: none"> • Jason Katz, EVP, eTailing Solutions
220pm-250pm	<p>Social Location & Commerce. Find out how Nokia's maps, powered by Nokia and Navteq, along with partnership with Microsoft, open up exciting opportunities for 3rd parties.</p> <ul style="list-style-type: none"> • Nokia Speaker TBA 	<p>Converting social media followers and fans to buyers. Fans are great. Buyers are even better. Find out what it takes to convert "likes" to dollars.</p> <ul style="list-style-type: none"> • Tom Zawicki, CEO, Lemonade • Jen Mathissen, SVP, Digital Strategy, Ryan Partnership 	<p>Closing the online/in-store shopping loop. How global brand 3M looks at and deploys e-commerce.</p> <ul style="list-style-type: none"> • Loran Gutt, Manager, Strategy and Global Key Accounts, Consumer & Office Business eHub, 3M
250pm – 315pm	Networking Break	Networking Break	Networking Break

315pm-4pm	<p>Social Media Metrics That Drive Shopper Marketing Success. Give social media its proper role in your shopper marketing strategy! Learn best practices for linking your social media investments to sales, share and volume lift.</p> <ul style="list-style-type: none"> • Steve Nottingham, VP Client Services, MARS Advertising • Malcolm Faulds, SVP, Marketing, BzzAgent • Matt Pace, Managing Director, Consumer & Retail Products, Compete • Barbara Yaros, Director of Marketing Services, Reckitt Benckiser (moderator)
4pm-430pm	<p>A Look at the Potential of Mobile Social Marketing Deloitte's new study shows the transformational possibilities that the latest mobile technologies offer when it comes to driving pre-sale awareness, in-store conversion and post-sale customer care.</p> <ul style="list-style-type: none"> • Art Ash, Principal, Deloitte Consulting LLP • Dennis Bianucci, Principal, Deloitte Consulting LLP
430pm-5pm	<p>El comprador inteligente – The Hispanic Smarter Shopper. Get the latest insights on the Hispanic growing demographic, as well as concrete examples of shopper programs that proved successful at getting them to buy.</p> <ul style="list-style-type: none"> • Manny Gonzalez, Director-Hispanic Marketing, Moet Hennessy • Liz Arreaga, Partner, Mercury Mambo
5pm-7pm	Cocktail Reception

The Smarter Shopper: Marketing to the Digital Consumer
DAY 2

<u>TIME</u>	<u>EVENT</u>
8am-830am	Continental Breakfast
830-835am	Recap
835-905am	<p>DAY 2 KEYNOTE: The Coke Side of Digital Shopping. Learn how Coca-Cola is engaging digital shoppers on their terms and establishing Coca-Cola at the forefront of the digital shopping experience.</p> <ul style="list-style-type: none"> • Anders Pers, Group Director, Retail, The Coca-Cola Company
905-940am	<p>The Promise of Mobile Payments, Delivered By Google. Google Wallet will be a game changer for retailers, manufacturers and, most importantly, shoppers. Hear the details firsthand here.</p> <ul style="list-style-type: none"> • Mike Dudas, Google Wallets and Offers, Google
940am-1025	<p>What's On A Manufacturer's Mind. Client-side marketers discuss the challenges and opportunities associated with engaging shoppers effectively at the intersection of digital & shopper marketing. Learn how they're getting the most out of their agencies, their retail partners and themselves.</p> <ul style="list-style-type: none"> • Carrie Ann Arias, Senior Manager, Shopper Marketing, Dole Fresh Vegetables • Kim McGough, Senior Group Manager, Integrated Shopper Marketing, Campbell Soup Company

	<ul style="list-style-type: none"> • Meg Way, Digital Director, Planning & Strategy, Kimberly-Clark Company • Rebecca Thorman, Editor, digitalCPG.com (moderator)
1025-1040	NETWORKING BREAK
1040-1110	Digital Shopper Marketing Case Study TBA <ul style="list-style-type: none"> • EPC Interactive + Mfr + Retailer
1110-1140am	Unlocking the power of purchased-based data Using customer data reach shoppers and drive real sales results. <ul style="list-style-type: none"> • Brenda Tuohig Head of CPG Product, DataLogix
1140am-1210	Retailer Shopper Segmentation <ul style="list-style-type: none"> • TBA presenters from Spire and A&P
1210-1pm	The eTailers speak: What manufacturers can learn from eTailers about staying relevant to smarter, digitally-empowered shoppers <ul style="list-style-type: none"> • Craig Andler, Co-Founder & VP of Business Development, Alice.com • Dustin Humphreys, General Manager, CVS.com • Michael Lewis, Sr. Customer Research Manager, Kraft Foods (moderator)
1pm - 130	Box lunch
130-430pm	Store visit(s) Buses will leave from the Summit location and travel to 2-3 area retailers. Attendees will get a behind-the-scenes look at how these retailers are engaging digitally smarter shoppers. **Check the Summit Website for updates.**