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Featuring winning strategies implemented  
by Innocent Drinks and Dr Oetker

One-Day Conference, 23rd June 2009  
Hilton London Euston, WC1

4th Annual

# Category Management

A case-study driven agenda showcasing best practice category management strategies from leading global brands

- Using the latest **shopper insights** to drive category growth at a time of rapidly changing buying habits
- Building successful **relationships** between **suppliers** and **retailers** when profit margins are down

Latest case studies & insights from leading brand professionals



Exhibitor:



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## 23RD JUNE 2009

08.30 Registration and coffee

09.00 Chairman's opening address

### 09.10 Using the latest shopper insights to drive category growth at a time when shopper habits are evolving

- Evaluating the shopper insights you can bring to life in store
- Ensuring your product meets shoppers' needs and expectations in store
- Translating insight into product sales at point of purchase
- Making consumer insight the basis of your marketing strategy

**Helen Wilson**, Category Development Manager  
**Dr. Oetker**



### 09.50 Case Study – Surviving the credit crunch – how a premium brand can prosper during the economic downturn



**Anna Roberts**  
Category Insights Team Leader  
**Innocent Drinks**



10.30 Morning coffee break

### 10.50 Ensuring success when implementing change in store

- Simplifying implementation to maximise adherence by stores
- Keeping up to speed with the changes which retailers make to a category – getting the data
- Ensuring good communication with the retailer – keeping up to date with promotional mechanics, range rationalisation and launching new ranges
- Accurately measuring the data from a category and evaluating the success of an initiative

**Andrew Marsden**  
**Andrew Marsden Consulting Limited**

### 11.30 Collaborative relationships to deliver category success



- Identifying joint opportunities
- Shared objectives
- Education and implementation
- Evaluation and development

**Andrew Malm**, National Account Executive  
**Imperial Tobacco**

**Julie Craw**, Multiple Trade Field Manager  
**Imperial Tobacco**



### 12.10 Interactive panel session – developing effective communications between suppliers and retailers

- Talking the same language – using the same systems as the retailers to be able to share information more efficiently
- Effective communication to gain time with retailers
- Selling your brand to the retailer
- Successfully communicating with retailers to keep up to date with the changes they are implementing to a category

**Panel formed of the day's speakers**

12.50 Lunch

### 13.50 Case Study – The importance of using consumers' own language in category management

- Understanding how the category is perceived by the consumer
- Understanding the importance of language
- Benchmarking the performance of a category against others
- Developing and executing a category solution

**Peter Hodson**, Head of Market Insight  
**Pork Farms**



### 14.30 Retailer's perspective – when market pressures override the category...

- Financial pressures on major customers – what they need from the category in a recession
- How to demonstrate the brand's impact on retailer profitability
- Using category management to drive customers' sales and cut their costs
- Counting the cost for suppliers – incremental sales required to justify category investment

**Brian Moore**, Managing Director  
**EMR-NAMNEWS Ltd**



### 15.10 Case Study – Building successful relationships between suppliers and retailers when profit margins are down

- Finding mutual goals and aligning strategies
- Improving communication by implementing effective strategies that deliver benefits to both parties
- Ways of working together to increase consumer spend and ROI
- Understanding the needs of the retailer and the manufacturer to develop mutually beneficial plans
- What are the stumbling blocks commonly faced by retailers and how can suppliers fill these knowledge gaps?

**John Adams**, Group Category Manager  
**ICI Dulux**



15.50 Afternoon tea break

### 16.10 Dr Martens case study – Creating new and different levels of distribution through collaborative work with specific retailers

- New retail distribution as a platform to build on for future seasons
- Structuring the range to target different target consumer groups
- Successful collaboration and communication with the retailer

**Wayne Mabbott**, Category Manager  
**Dr Martens**

### 16.50 The good, the bad and the ugly of category management

- High noon (in high definition?)
  - Are category rules made to be broken?
- Trend spotting?
  - Is what you can't measure, not there?
- Back, to the future?
  - Consumers – is the force with you?

**Geoff Wright**, Managing Director  
**Fentimans Ltd**



17.30 Close of conference

# Analysing strategies, new opportunities and how to implement them to meet the challenging needs of category management

Why 2008 delegates will be coming back this year:

**"High quality speakers & panellists"**

Category Development Manager, **Kerrygold**

**"Best practice case studies were excellent"**

Category Development Manager, **CPUK**

## SPONSORSHIP OPPORTUNITY

Just as this event is tailored to meet the current information needs of key category management professionals, sponsor partnerships can be tailored to meet your company's objectives before, during and after the event.

Sponsors benefit from:

- Presentation opportunities to contribute to this unique thought leadership debate
- Prominent branding to reinforce market presence
- Exclusive networking benefits to ensure you meet the people who are going to ensure the growth of your business now & in the future

To find out more, contact:

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To ensure that your product is the one winning space on retailers' shelves you need the latest strategies and information at your disposal to effectively compete in this challenging new environment.

**Category Management 2009** is the definitive event in the UK for category management specialists, featuring successful case studies and strategies from leading experts and offering you the chance to learn from, and network with, leading practitioners from premier global brands.

The conference brings together category managers who, through detailed case studies demonstrating best practices, will share how they have been able to drive profits and increase ROI.

### Come away with new, proven approaches to:

- Exploit the latest shopper insights to drive category growth at a time when shopper habits are changing dramatically
- Ensure success when implementing change in store
- Effectively prepare for a category review meeting to successfully sell your product and obtain optimum shelf space
- Get new products on & off the shelves quickly and cost-effectively
- Develop effective communications between suppliers and retailers
- Plan for the evolving role of category management

Don't miss out on this unique opportunity to take away practical tools and techniques to successfully deliver winning category management strategies that give you the edge against your competitors, allow you to capitalise on shelf space and drive revenue and growth.

**BOOK NOW:**

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