



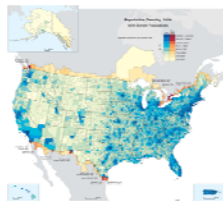
Sample Agenda for RNG Immersion Programs

Day 1	Managing Through the Crisis
9:00-9:15AM	Introduction – Why we are here and what to expect
9:15-10:45	What is strategy? Strategic leadership and tactical realities
10:45-11:00	Break
11:00-12:30PM	Macroeconomic Future view – Where is the growth?
12:30-1:30	Break
1:30-3:00	Retail market development – Understanding how markets evolve & how to compete in a “Level 5” retail landscape
3:00 – 3:15	Break
3:15 – 4:45	Chain Retail Future view : Who are the winners/losers and why?
4:45 – 5:00PM	Wrap-up & close
Day 2	Growth & Optimization Strategies
9:00-9:15AM	Day I recap & key learning
9:15-10:45	Pricing and promotional innovation
10:45-11:00	Break
11:00-12:30PM	Private label development & the role of brands
12:30-1:30	Break
1:30-3:00	Occasion based merchandising & marketing
3:00 – 3:15	Break
3:15 – 4:45	Store innovation & regeneration: The role of discounters & small box retailers
4:45 – 5:00PM	Wrap-up & close



Sample Shared Learning Program Agenda

Day 1 - Starts at 9 AM and Ends at 5:15 PM		
Welcome, Agenda Review, & Set-Up	9:00	
2010 & Strategic Planning Assumptions	9:30	<ul style="list-style-type: none"> * Depth & Duration - How accurate were our Sep 2008 assumptions? * Shopper Behavior - What is temporary, what will endure? * US Chain Retail - The repositioning of the Convenience and Discount segments
(Break)	11:00	
Level 5: Breakout Retailer Capabilities	11:15	<ul style="list-style-type: none"> * Retailers and retail markets have historically matured in four stages * Today, RNG sees a 5th stage that radically changes select elite retailers' relationships with customers and vendors * Sophisticated private label strategies, advanced insights capabilities, near-sourcing, are among these new capabilities * What does this development mean for national brand suppliers? * Today, RNG sees a 5th stage that radically changes retailers' relationships with customers and vendors * Sophisticated private label strategies, advanced insights capabilities, near-sourcing, are among these new capabilities * What does this development mean for national brand suppliers?
Lunch	12:30	
The Great Item Exercise	1:30	* A look at what the perfect item would look like--from features/benefits to price to display to promotion--and how that has changed in the last 12 months
(Break)	2:30	
Category Lifecycle Management: Win / Play / Show	2:45	<ul style="list-style-type: none"> * Which retailers are pursuing category/assortment lifecycle strategies? * How do they vary? * How are leading suppliers responding?
Summary and Wrap-Up	4:15	
Day 2 - Starts at 8AM and Ends at 1PM		
Day 1 Review	8:00	
Gen-4 Retailer Shopper Insights Capabilities	9:15	<p>Evolution of Retailer Data Models</p> <ul style="list-style-type: none"> * Modern analytics and enabling datasets * Context for change <p>Emerging Capabilities</p> <ul style="list-style-type: none"> * Social media mining, online panels, and communities * Integrated multichannel analytics * Near- and in-store analytics * Insights portals and sharing platform
(Break)	10:45	
Life After Newspapers/ Discussion	11:00	<ul style="list-style-type: none"> * Most retailers' marketing mix is drastically misaligned with the next generation of shoppers' media consumption preferences * Print--today's strongest platform--is under incredible pressure and losing its reach and effectiveness * New media hold promise for more targeted 1:1 promotions, but scalability and measurability are still big open questions * Shoppers have access to more and better information, where and how they want it--how do retailers & brands cooperate?
Summary and Wrap-Up	12:00	



Shoppers

Reachable and Relevant Population
How fast will the shopper base grow?



Trips / Year / Shopper

Shopper Liquidity
Will shoppers have the cash or credit to spend?



Spend / Trip

Shopper Behavior
Trips, time in-store and % of store shopped

Sample Shopper Insights Group Agenda

Day 1 - Starts at 9AM and Ends at 5:15PM		
Welcome & Icebreaker	9:00	
Next-Gen Retailer Shopper Insights Models	9:30	<ul style="list-style-type: none"> * The Amazonification of Chain Retail <ul style="list-style-type: none"> o "Perfect" data and reach o The architects of shopper centricity o Today's reality * Gen-4 Insights and Analytics Engines <ul style="list-style-type: none"> o Proprietary panels and online communities o Real-time feedback and listening tools o Demand analytics o Shopper tracking o Virtual research * Implications <ul style="list-style-type: none"> o Insights as a retailer revenue stream o Vendor alignment
(Break)	10:30	
Managed Communities	10:45	<ul style="list-style-type: none"> * Proprietary communities are a powerful tool for engaging shoppers and studying their attitudes, beliefs, and motivations * Learn how leading retailers and brands use communities for insights gathering, marketing feedback, merchandising, ops, and store experience, and more
Lunch	12:00	
Next-Gen Loyalty & Shopper Analytics	1:00	<ul style="list-style-type: none"> * Opportunities and challenges - dunnhumby's vision for tomorrow (3 - 5 year horizon) * Emerging Solutions <ul style="list-style-type: none"> o Organization and cultural alignment o Changing the measures of success o New techniques and approaches o From projects to process * Summary: A profile of the winners of the future
(Break)	2:30	
Speed and Impact Assessment	2:45	<ul style="list-style-type: none"> * As a group, we'll assess the speed and impact of emerging insights capabilities as outlined earlier in the day
Member Issues forum	4:00	<ul style="list-style-type: none"> * To leverage the time we have together, we conclude each meeting by surfacing the group's highest priorities and questions, which guide RNGs research between meetings

