

Wal-Mart SuperSession

October 23-25, 2007 | Rogers, AR

Scale vs. Growth

In the coming year, Wal-Mart will look to its vendor partners to help stimulate its long-term business. How do you manage a larger, more demanding, and complex customer?

“In the nearly 20 years MVI has closely followed the retail industry, this is the first time we have predicted Wal-Mart will grow at a rate below the overall US chain retail average” – Anne Zybowski, MVI Director of Retail Insight



Day 1 General Session

General Session 8a-12p

An in-depth look at the major retailing trends and different pricing models that are intensifying competitive pressures on Wal-Mart.

- Leading retailers are responding to consumer trends faster and better than many suppliers. Find out what this means to your business.
- As the pace of Wal-Mart's growth continues to slow, what happens when it becomes more scale than growth? What is the next wave of growth in the retail landscape?

Day 1 Half-day Breakouts

Target Workshop 1p-5p

While Wal-Mart is still ahead in terms of scale, Target has become the market leader from a positioning perspective and continues to grow at an accelerated pace.

- Learn how Target can match Wal-Mart on everyday prices and deliver much higher margins.
- As Wal-Mart looks to build its brand, are there lessons to be learned from Target's model?

Wal-Mart International Workshop 1p-5p

Take a comprehensive look at Wal-Mart and the influences, strategies, and directives that will shape its global evolution. Beyond strong returns, Wal-Mart will need to strike a balance between its central tenets and the competitive in-market realities.

- Understanding Wal-Mart from an international viewpoint enhances supplier positioning and planning.

Tesco Workshop 1p-5p

As US shoppers continue to flock to formats that meet their specific needs, along comes the UK's pre-eminent retailer, Tesco, with a format engineered to capture new shopping trips...

- Learn how Tesco's global expansion model works, what MVI thinks Tesco will do to be successful in the USA, and how Tesco has and will continue to influence the evolution of the US retail landscape.
- Understand what the competitive threat is to Wal-Mart and how they may respond.

Day 2 Full-day Breakouts

Intro to Wal-Mart Workshop 8a-5p

Ideal for anyone needing a solid introduction to Wal-Mart.

- A full overview of Wal-Mart's corporate initiatives, marketing and merchandising strategies, organizational structure, financial model, and logistics.
- As Wal-Mart reorganizes for growth, what important aspects of the culture and ways of working with Wal-Mart change – and what stays the same.
- The Year of Merchandise: How are John Fleming and Wal-Mart's restructured merchandising organization working to reinvigorate growth and align with Marketing?

Wal-Mart 2012 Workshop 8a-5p

Perfect for those with a strategic, long-term role with Wal-Mart.

- Look ahead to Wal-Mart 2012 — and the practical steps you need to take today to be prepared to work with a larger, slower-growing, more complex Wal-Mart.
- Operation Unbeatable: Wal-Mart has reaffirmed its commitment to price leadership... what does that look like in a competitive pricing environment where other retailers are able to meet and beat Wal-Mart on price? How will Wal-Mart look to its partners to make strong pricing statements?

SAM'S Club Workshop 8a-5p

SAM'S strategy today involves unprecedented complexity. This workshop will address how suppliers can successfully manage key initiatives by:

- Working differently with SAM'S to leverage the member segmentation structure
- Overcoming significant variability by club and market
- Recognizing the opportunities and limits inherent in the pursuit of sustainability.

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Day 3 MVI SkillBuilders™

Strategic Retailer Management for Wal-Mart 8a-5p

Strategic Paradigms—Understanding the Big Picture

- Frameworks for understanding and aligning with the leadership attributes of Wal-Mart's management
- Role of pricing in your Wal-Mart plan (rollbacks)
- Aligning resources internally to grow your Wal-Mart business
- Critical functions within Wal-Mart to build/execute growth plan
- Moving the dialogue beyond price: the "who" and the "how"

The Co-Planning Roadmap

- Decision making within and across critical functions
- OGSM (Objectives, Goals, Strategies, Measures) as a framework for co-planning
- Merging brand plans, customer plans, and scorecards into a cohesive story

Negotiation Tactics

- Understanding retailer negotiation methods
- Why today's environment challenges in-store execution

Measurement and Alignment

- How to get the most from scorecards and quarterly reviews
- Business Reviews: How to get beyond the numbers to move your brand initiatives forward
- Maximizing top-to-top discussions

“Consumer Packaged Goods (CPG) manufacturers will need to manage, develop, and grow with a wider variety of retail customers and a wider variety of business models in order to ensure faster-than-market growth.”

— Bryan Gildenberg, MVI's Chief Knowledge Officer

For More Information & Registration

Email CustomerService@mventures.com

Web MVI-Worldwide.com/Events/

Call 1.800.370.3261 or 1.617.588.4100

Hotel Embassy Suites
Northwest Arkansas
Phone: 479.254.8400
Room Rate: \$169 | Cut off: October 8

Rate per day: USD 1595

Multi-day/multi-seat rates available. Please contact MVI for details.

Please circle the classes you'd like to attend

Time	Day 1 Oct. 23	Day 2 Oct. 24	Day 3 Oct. 25
8a-12p	General Session	Intro to Wal-Mart	Strategic Retailer Management for Wal-Mart
1p-5p	Target		
	Wal-Mart International	Wal-Mart 2012	
	Tesco	SAM'S Club	

Name _____

Company _____

Address _____

City _____

State/Country _____

Postal Code _____

Telephone _____

Email _____

Credit Card Amex MasterCard Visa Discover

Card Number _____

Expiration Date _____

Signature (required) _____

Orders totaling less than \$5000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and relevant MVI training outlines. **Cancellations/Substitutions**-Cancellations received in writing 10 days before the program will qualify for a credit on a future MVI program. Unfortunately, MVI is unable to issue refunds for cancellations. Substitutions must be communicated and are allowed at any time. If, due to travel restrictions, security issues or other business reasons, MVI determines that it is not preferable to deliver its traditional classroom programs (such as Workshops and Forums), MVI reserves the right to substitute comparable, alternative learning systems (such as interactive Webcasts) in their place. **Content**- Speakers and topics subject to change. MVI specifically disclaims any liability for the editorial content of the presentations made by non-MVI speakers, which wholly originates with the speakers. The analysis and conclusions presented by MVI represent the opinions of the company. The views expressed do not necessarily reflect those of the retailers under discussion, nor are they endorsed or otherwise supported by the management of those retailers. Sessions may be taped by MVI for internal training purposes.