

## 2016 Snack & Dry Grocery EPPS

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, February 23, 2016

#### Store Tours

**120 minutes**

Join your industry peers during the ECRM Store Tours. ECRM buses will shuttle participants to various retail locations for a self-guided tour. During this time participants will have the opportunity to review new trends and techniques that they can take back to the office. The tours will take place at the following retail locations:

- The Fresh Market
- Save-A-Lot
- Winn-Dixie

If you would like to participate, please contact Ryan Radzinski at [RRadzinski@ecrm.marketgate.com](mailto:RRadzinski@ecrm.marketgate.com).

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# Improving Alignment Around DSD

## 45 minutes

Retailers and suppliers have embraced Direct Store Delivery (DSD) for decades, and for good reason. Retailers relied on DSD Suppliers to stock their shelves regularly, maintain their inventories consistently, and place replenishment and promotional orders accurately. DSD alleviates the burden on store staff and ensured high velocity categories receive more dedicated focus. DSD Suppliers can influence outcomes more directly through their control over fulfillment and execution, to the benefit of both parties and the ultimate consumer.

But DSD is not without pitfalls, and particularly the historic misalignment in access to information. Too many trade partners miss out on the power of sharing information, frequently out of the false belief that keeping their own information out of their trade partner's line of sight gives them an advantage – a leg up – in the relationship with the counterparty.

The result is an imbalance of data visibility between DSD Suppliers and the Retailers they serviced – resulting in less transparency, trust, and collaboration. Ultimately, it is the mutual business that suffers, as what should be viewed as mutual goals diverge into separate, independent set of priorities. This misalignment has a significant impact on results.

During his presentation, TJ Zlotnitsky, Co-founder, Chairman and CEO of iControl, will discuss the challenges retailers and suppliers face in DSD alignment, and how they can improve transparency at every point of the DSD supply chain, to provide real-time access to business-critical intelligence. He'll support this with examples of retailers and suppliers that have done this to drive successful DSD practices including:

- Reporting of order accuracy and fulfillment alongside sales and promotional performance – at the Store/UPC/Day level.
- Daily synchronization of item cost and retail files to improving billing and payment reconciliation, while offering much more accurate insights into price sensitivity in the marketplace.
- Leveraging advanced analytics to harness loyalty card data and share insights into coupon and promotional performance.

TJ Zlotnitsky  
iControl

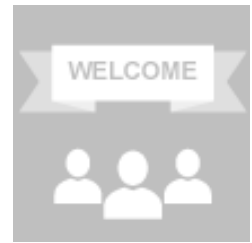
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## ECRM Welcome Reception / Panel Discussion

### 45 minutes

This session will provide an overview of what to expect within the days to come at the event. The session starts with ECRM walking through the day by day agenda, highlighting the times, locations and events happening outside of your one on one meetings. There will also be a short demonstration on the technology you will have access to throughout the event. The main focus of this session is to get feedback from the expert buyer and seller panelist that have volunteered to provide the audience with tips on how to get the most out of the event. They will answer questions around how to make the most of your time within the meeting, what things to cover, and of course how to best handle the follow up after the show. Most importantly, they will also be taking questions from the audience throughout the panel discussion.

Sarah Davidson, SVP Grocery  
ECRM



## Panel Discussion: Succeeding With Large Retailers - How To Become The Solution

**60 minutes**

Breaking into a large retailer can be one of the biggest challenges facing any supplier, but it doesn't have to be if you take a methodical, solutions-based approach to earning its business. During this session, a panel of large retail chain veterans will discuss the best ways to land – and keep – the business of large retail chains. Among the topics to be discussed are:

- Meeting Prep
- Buyer-seller communications
- Distribution and logistics
- Seller success stories
- Do's and Don't of retailer-supplier collaboration

### **Panelists Include:**

- Salah Khalaf, Khalaf Consulting, LLC
- Mike Wilkins, M.J. Wilkins Consulting
- Ed Hall, Food Lion
- Brian Hughes, Walgreens

Multiple Panelists - See Below  
Multiple Companies - See Below

