

MVI 2008 Store Design Forum

New Speaker Lineup

September 10th, 2008 | Phoenix, AZ



Management Ventures, Inc.

High Impact Design: The Art of Collaborative Merchandising

To own the shelf of the future, you will need to design it.

Retailers are experimenting with dramatic changes in store design to better connect with their shoppers. Suppliers have a historic opportunity to collaborate in this endeavor—and in the process, enhance their in-store effectiveness. Many retailers have lessened off-shelf merchandising opportunities, putting more pressure on the aisle locations to be productive. Store and fixture design, shop-ability, and a focus on the in-store experience are necessary skill sets for the supplier who wants to grow.

For the supplier of the future, category space design will be just as important as item allocation. *Join MVI as we map out successful supplier/retailer collaboration on store design.*

Agenda

Moderated by Leon Nicholas, MVI Director of Retail Insight

7a-8a [Registration and Breakfast](#)

8a-8:15a [Welcome and Introduction](#)

Leon Nicholas | Director of Retail Insight | MVI

8:15a-9:30a [MVI Keynote—The Retailer as a Route to Market](#)

John Rand—Director of Retail Insight, MVI

Historic forces are working to bring retailers to the center of opportunity for suppliers. Fragmentation of shoppers and media, channel overlaps, and diminished promotional opportunity, new insights and capabilities to analyze shopper behavior – all combine to create retailer and manufacturer convergence around the store itself as a critical part of the route to market. In this opening address, John Rand will present an overview of retail trends that support the proposition: **the best way to own the shelf of the future is to help design it.**

9:50a-10:35a [An Extended Conversation—Engaging the Shopper at the Shelf](#)

Gwen Morrison—CEO: The Americas, WPP's The Store Brands that engage the shopper use compelling language, ideas, and imagery. The conversation often begins outside the store and accelerates at the shelf. Gwen Morrison will illustrate the difference between speaking to the shopper and at them with several inspiring mini-cases that map out new ways of approaching difficult retail environments.

10:55a-12p [A Process with a Purpose--The 10 Principles of Operational Design](#)

Dave Marcotte—Director of Retail Insight, MVI

Store design has become a hot topic as we venture into new realms of virtual reality and creativity. But in execution, it all has to reflect solutions to the ten key variables of operational design and support.

12p-1p [Lunch](#)

1p-1:45p [A Slice of Global Retail—Creativity, Simplicity, & Shopper-Centered Design](#)

Stephanie Eller—Executive Development Director, FITCH
Stephanie Eller's presentation will focus on best-in-class examples of what is happening at retail globally in a range of categories, from beauty to everyday household shopping.

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- Discuss key insights/themes and find out how they can be applied to FDM channels.
- Take a look at the Supermarket of the Future, which merges green and innovative thinking at retail.

2:05p-2:50p [Store Design Trends in Europe—Innovation at the Bottom of the Pyramid](#)

Lisa Wiltshire—Director: Consulting Engagements, MVI

The discounter channel in Europe has been a first-mover in regards to store design promoting shopability—clean-store minimalism, combined with significant investment in quality fixturing, has created a simpler shopping experience.

Larger grocery retailers across Europe, including Tesco and Wal-Mart's ASDA, have followed suit. MVI will map out where supplier opportunities can be found in a stripped down store environment and what learnings apply to the North American market.

3:10p-3:55p [A Case Study—Successful Supplier/Retailer Collaboration On Store Design](#)

Dr. Vaughn Roller—Founder & CEO, Retail Optimization Inc.

Retail Optimization Inc. will share a very recent case study of a collaboration on retail store design between a Top 5 Grocery Retailer and 9 major CPG manufacturers: ConAgra, General Mills, Johnson & Johnson, Kimberly-Clark, Kraft, Nestle, Procter & Gamble, PepsiCo, and Unilever. The core of the project involved total space optimization of two of the retailer's stores using ROI's Total Store Optimization™ technology. This presentation will outline the roles of each participant in the collaboration, the process followed, the projected results, the benefits for each participant, and the lessons learned for future optimization collaborations.

4:15p-5p [Panel and Wrap-Up](#)

Leon Nicholas | Director of Retail Insight | MVI

For More Information & Registration

Email CustomerService@mventures.com

Web MVI-Worldwide.com

Call 1.800.370.3261 or 1.617.588.4100

Fax 1.617.499.2723

Hotel Hyatt Regency Phoenix
122 N Second St.
Phoenix, AZ 85004
1.602.252.1234

Room rate: USD163 | Cut-off: Aug. 22

Rate per day: USD 1650

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

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