

# Publix Workshop Series

October 7-8, 2008 | Tampa, FL

## Publix: It's A Big World Out There

Despite the significant acquisitions Publix has recently made in its home market, its future growth depends on its ability to bring its brand to new areas. Can a brand based on service expand when budget sensitivity is encouraging a realignment of shopper priorities?

**Florida isn't enough.**

**What are the barriers for the fourth largest grocer to expand successfully?**



### Schedule At A Glance

Time	Oct 7	Oct 8
8a-12p	Competitive Landscape	Strategic Retailer Management
1p-5p	Publix: A Foundation OR Seeing Around the Corner	for Publix

#### Competitive Landscape

Join MVI as we put Publix into the context of the total US Grocery channel and discuss how Publix sees its own competitive environment.

- Benchmark Publix against other retailers, both in the grocery channel and outside it
- Walk away with the latest MVI sales projections for Publix and the rest of the channel for your most accurate planning
- Discuss the impact of the national economy and other macro trends on channel development
- **Explore what Publix expects you to know about the rest of the world to help them grow**

#### Publix: A Foundation

This class is designed to explore those fundamentals of Publix's business that are essential for suppliers to know. Attendees of this foundational class will come away with a clear understanding of who Publix is today, how its own brand drives success, and how its strategies challenge its suppliers.

- Learn about the current market position and challenges for Publix—and examine the variations it faces in different markets
- Understand Publix's financial model and how it compares to its competition
- Gain insight into Publix's merchandising and marketing techniques, the increased emphasis on corporate branding, and its experiments with new formats
- Navigate through Publix's operations: how does Publix work and what does it care about?

#### Seeing Around the Corner: Publix 2013

Designed for suppliers who are familiar with MVI's Foundational workshop and already know Publix's current state, but who want to solve for Publix's future. This interactive session will focus on Publix's key initiatives and how they impact supplier strategies.

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- Discover the strategic implications of Publix purchasing the Albertsons stores and find out why these locations are worth more than it appears
- Is a reinvigorated Winn-Dixie a worthy competitor again?
- What is the impact on Publix of the current economic climate and how does it vary by market?
- How can a team leader tell the Publix story to brand management and other leaders less familiar with the value of the customer?

- Critical functions within Publix 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

## SkillBuilders™ Strategic Retailer Management for Publix

### Strategic Paradigms— Understanding the Big Picture

- Frameworks for understanding and aligning with the leadership attributes of Publix's management
- Role of pricing in your Publix plan
- Aligning resources internally to grow your Publix business

## For More Information & Registration

Email CustomerService@mventures.com  
Web MVI-Worldwide.com/Events/  
Call 1.800.370.3261 or 1.617.588.4100  
Fax 1.617.499.2723

Hotel The Westin Harbour Island  
725 South Harbour Island Boulevard  
Tampa, FL 33602  
1.813.229.50070

Room rate: USD189 | Cut-off: Sept. 22

Rate per day: USD 1650

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

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 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.