

Wal-Mart SuperSession 2009
March 10-12 Rogers, AR



Wal-Mart is undergoing a step-change so dramatic that it will transform every aspect of your partnership with them.

Project Impact—Wal-Mart's new three-year strategy for growth—aggressively and simultaneously reconstructs its merchandising, marketing, and operational strategies. Project Impact represents a substantial change for the world's largest retailer.

You must quickly adapt to the altered environment at your biggest customer, or risk losing leverage at a time when Wal-Mart is growing and the economy favors their marketplace positioning.

The scale of Project Impact will substantially change your relationship with Wal-Mart long after the recession ends.

Do you have the insight to strategically re-tool in advance...or will Project Impact set the agenda for you?

Event Agenda:

March 10

Full day (choose 1): Partnering with Wal-Mart—Where To Place Your Bets (8a-5p) or Wal-Mart—A Foundation (8a-5p)

March 11 *Choose between full day session or 1 morning and 1 afternoon session*

Full day: Partnering with Wal-Mart—Where To Place Your Bets (8a-5p)

Morning (choose 1): Wal-Mart for Marketers (8a-12p) or Wal-Mart International (8a-12p)

Afternoon: Sam's Club (1p-5p)

March 12

Full day: Strategic Retailer Management (SkillBuilders) (8a-5p)

For more info call: +1.617.588.4100 or e-mail: CustomerService@mventures.com

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March 10 & March 11 8a-5p Partnering with Wal-Mart—Where To Place Your Bets

During this time of unprecedented economic headwinds, Project Impact is generating additional changes and tensions in your relationship with Wal-Mart. Join MVI and your peers for this new session—in seminar format—and learn how other suppliers are adjusting to capitalize on the strategic shift at their most important customer.

- **“Win, Play, Show”** Understand how Wal-Mart is placing bets on particular categories, vendors, and shoppers... and how this merchandising strategy is changing the pricing, assortment, and promotion game.
- **“Save Money. Live Better.”** Define how Wal-Mart’s brand is increasingly competing with the equity of your brand—even as suppliers are expected to outline the scale of their commitment to the new strategy through the CSI.
- **“Fast, Clean, and Friendly”** Uncover how this initiative will significantly change your ability to drive volume through Wal-Mart’s stores and compel you to align with their in-store requirements.

March 10 Wal-Mart—A Foundation

At a time when the world’s largest retailer is radically changing how it goes to market, building a foundation of knowledge around Wal-Mart’s organization, culture, business model, and strategies across functions is critical.

- Gain insight into the basic drivers of Wal-Mart’s business performance and assess the opportunity to grow sales through core shoppers and shoppers who are “interviewing” Wal-Mart.
- **Walk away with a full overview of Project Impact, including the broad implications for their marketing, merchandising, and operations functions...and MVI’s 5-year growth forecasts.**
- Examine Wal-Mart’s financial model, format portfolio, sustainability efforts, and recent leadership changes.

March 11 Wal-Mart for Marketers (AM)

The evolution of Wal-Mart’s go-to-market approach is increasingly impacting supplier marketing organizations. **Marketing is driving strategy at Wal-Mart—and especially over the past year, has placed new expectations on suppliers who are trying to execute their brand marketing plans through the retailer.**

- Consider Wal-Mart’s messaging across a variety of media and uncover what it means to be a “Save Money” and a “Live Better” brand.
- Inspect Wal-Mart’s approach to category management and in-store marketing—and walk through the implications for promotional opportunities.
- Discuss how the interplay between Wal-Mart’s brand equity with your own can create both tensions and opportunities for mutual growth.

March 11 Wal-Mart International (AM)

With Mike Duke moving on to Corporate CEO and Doug McMillon leaving Sam’s Club to head Wal-Mart International, there are a number of organizational changes occurring in the fastest growing parts of Wal-Mart’s business—even as it responds to the global economic slowdown. **With a portfolio of formats, banners, financial products, and services, Wal-Mart International is quickly transforming to meet the changing needs of their shoppers.** Understanding Wal-Mart’s international scale and operations will enhance your positioning and planning.

- Contemplate the implications of Wal-Mart’s majority stake in D&S and how that will change their growth across the southern and western parts of Latin America.
- Review the current winners, losers, and potential growth markets over the next several years—such as Russia, Eastern Europe, and Colombia.
- Discuss the recent leadership changes and analyze the supplier implications.
- Define the key collaboration processes in the International group, how they are transforming, and what these changes mean for you.

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March 11 Sam's Club (PM)

Economic, leadership, and competitive dynamics are changing how Sam's Club competes for members. Come join us as we benchmark Sam's Club's current marketplace strategies for growth within the framework of the club business model.

- **Review Sam's Club's 2008 performance in terms of sales dynamics, membership, product margins, and implications for future assortment**
- Evaluate Sam's Club's business model and how it differs from key channel competitors
- Explore Sam's Club's focus on the Mom/Family CEO segment and define how leadership changes may impact its segmentation strategies

March 12 Strategic Retailer Management for Wal-Mart (SkillBuilders)

MVI's renowned SkillBuilders™ course on strategic frameworks and planning...including modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards. The workshop gives participants an exercise-driven "lens" for account planning, using Wal-Mart examples to illustrate MVI's account management process.

- **Strategic Paradigms—Understanding the Big Picture.** Navigate through frameworks to align with the leadership attributes of Wal-Mart's management, gain an in-depth understanding of the critical functions within Wal-Mart to execute the growth plan, and identify strategies to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Familiarize yourself with OGSM (Objectives, Goals, Strategies, Measures) as a co-planning framework and learn how to merge brand plans, customer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Understand retailer negotiation methods and uncover why today's environment challenges in-store execution.
- **Measurement and Alignment.** Gain insight into getting the most from scorecards and quarterly reviews, discuss how to get beyond the numbers to move your brand initiatives forward, and learn how to maximize top-to-top discussions.

For More Info & Registration

Email CustomerService@mventures.com

Web www.MVI-Worldwide.com/Events

Call 1.800.370.3261 or
1.617.588.4100

Full Day Rate USD 1650 **1/2 Day Rate** USD 895

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

Logistics

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Room rate: USD169

Cut-off date: February 23, 2009

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