

Defining The Shape of Things: A New Venue For Forward-Thinking Retail Insight

In this time of economic volatility and consumer uncertainty, we've put together an invitation-only program—specially tailored for leaders in companies like yours—that outlines how today's challenging business environment will shape tomorrow's retail environment and explores the future of retailer/supplier relationships. The event also offers a unique opportunity to strengthen and extend your network of peers in a thought-provoking atmosphere.

Event Agenda

January 21st, 6:30p

Welcome reception and dinner for attendees and speakers

January 22nd, 8a-4:15p

What's Next? What You Need To Know Today To Build Tomorrow's CPG Company

Cited frequently in The Wall Street Journal, Business Week, and The Boston Globe in the USA—and in the China Economic Times, BBC Radio and ETRetailBiz India—Bryan Goldenberg is recognized as a global expert in retail insight. He will walk through the short-term economic landscape and then discuss the 5 core drivers of change in the marketplace over the next 5 years (only one of which is the short-term economy). Goldenberg's presentation will identify the key areas CPG companies need to be focused on to respond to those drivers of change.

Bryan Goldenberg, Chief Knowledge Officer, MVI

Finding the Trend: How The Consumer/Shopper Is Transforming

Described by Fortune magazine as "one of America's leading analysts on consumer trends," J. Walker Smith, Ph.D., runs The Futures Company's Yankelovich MONITOR division in the United States. He provides thought leadership, strategic vision, business planning, and comprehensive oversight to the Yankelovich MONITOR, the longest-running, most in-depth study of consumer value and lifestyle trends available anywhere. Smith will assess how consumer/shopper trends are being impacted by the recession and how these trends will evolve over both the short and long term.

J. Walker Smith, President, Yankelovich MONITOR

Retail Analytics 3.0: A New Paradigm To Measure And Predict Shopper Behavior

Leon Nicholas has appeared as a retail expert on CNBC, Bloomberg, New England Cable News (NECN), and the Public Television Network. He has addressed the National Retail Federation, Outdoor Industry Conference, and the World Economic Conference. Given the changing economic, competitive, media, consumer, and format landscapes, Nicholas will uncover the need for a comprehensive analytics framework to measure and predict shopper behavior—which will, in turn, enable more accurate diagnostics and smarter analytics.

Leon Nicholas, Director of Retail Insights—Mass & Club, MVI

Outlining The Implications: How Change In Research & Marketing Services Will Impact You

Eric Salama leads WPP's Kantar Group, the second largest research, insight, and consultancy company in the world. Kantar unites the diverse talents of more than 20 specialist companies – including the recently-acquired TNS. The Group's 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines. Salama will highlight opportunities and challenges facing the marketing services and research industry, and will outline how Kantar—and the industry—are adapting to meet the changing needs of clients.

Eric Salama, CEO, The Kantar Group

2009 Executive Forum

January 21-22 | Fort Lauderdale, Florida



Identifying Opportunity: **Success In Discount Value Retailing**

David Marcotte is an expert in International Retail, Consumer Driven Supply Chain Management, and Business Intelligence. He has served on a number of industry boards and panels, including the IRI Product Advisory Board, The Association for Retail Technology Standards (ARTS), and the IBM Academy of Sciences. Marcotte will map out how value discounters have come to be a strength channel internationally—and where the opportunities lie for suppliers in the United States.

Dave Marcotte, Director of Retail Insights—Americas, MVI

Organizations Of The Future: **Looking 5 Years Out**

A globally recognized expert in supplier strategy, Brett Stover has worked with world-class organizations in 27 countries to help them understand, predict, and design for the future. He also founded P&G's Shopper Marketing Center of Expertise. Stover will look at the key dynamics in the marketplace that will impact your organization, current organizational design trends, and will discuss which skills and functions need to be developed to meet future business needs.

Brett Stover, VP of Consulting, Glendinning Management Consultants

For your convenience, we've investigated when the last flights to major cities leave—please find the list below.

I look forward to seeing you there
Wayne

Wayne Levings, CEO, MVI

Please find below a listing of the last flights out of Fort Lauderdale on 1/22/09:

- JFK 9:45pm direct on Jet Blue
- LGA 8:15pm direct on Jet Blue
- EWR 9:00pm direct on Jet Blue
- ORD 8:20pm direct on Spirit Air, or a 7:05pm connecting on United
- XNA 6:35pm connecting on Delta
- CVG 7:05pm connecting on US Air & United
- SFO 6:35pm connecting on Delta
- LAX 6:35pm connecting on Delta
- MSP 7:05pm connecting on US Air
- ATL 7:50pm direct on Delta
- STL 6:59pm connecting on Air Tran

For More Info & Registration

Email CustomerService@mventures.com
Web MVI-Worldwide.com
Call 1.800.370.3261 or
1.617.588.4100

Logistics

Fort Lauderdale Grande Hotel & Yacht Club
1881 Southeast 17 Street, Fort Lauderdale, FL 33316
305-351-5003
Room Rate: USD239 | Cutoff date: January 13, 2009

Rate Per Day USD 1650

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