



21 - 22 October 2009, Hilton on the Park, East Melbourne




Day 1 Program - 21 October 2010

9.00am-10.30am			
Session 1 - Our industry - a global and local focus			
9.00am-9.15am	Welcome and Introductions	Martin Drinkrow Chair ECRA General Manager, Clorox Australia	
9.15-10.00am	Global Context and Insights	Louise Spillard Director of Research, IGD	
10.00-10.30am	Growth in Grocery - where are the profit pools?	Craig Woolford Senior Analyst, Retail Sector Citigroup Investment Research ANZ	
10.30-11.00am			
Morning Tea			
11.00am-12.45pm			
Session 2 - A landscape of promotions - is it working for you?			
11.00-11.45am	On-shelf availability and the impact of promotions	Dr Joerg S Hofstetter Assistant Professor of Logistics Management & Vice Director, Chair of Logistic Management University of St Gallen, Switzerland	 Chair of Logistics Management University of St. Gallen
11.45-12.15pm	Promotional effectiveness - how to grow; how to grow sales, how to grow revenue and how to grow profitability?	Cameron Mackie Commercial Director Synovate Aztec	
12.15-12.45pm	Winning with promotions - improving on-shelf availability	Samantha Blake, Manager John Cawley, Assistant Manager ECRA	
12.45-1.45pm			
Lunch			
1.45pm-3.30pm			
Session 3 - An afternoon with retailers			
1.45-2.20pm	Woolworths Ltd		
2.20-2.55pm	Coles Group		
2.55-3.30pm	Metcash Trading		
3.30-4.00pm			
Afternoon Tea			
4.00pm-5.30pm			
Session 4 - The truth behind collaborating on promotions			
4.00-4.30pm	Engaging with your customers to deliver effective on-shelf availability during promotions	Speaker TBC	



Day 1 Program - Continued

Cont'd... Session 4 - The truth behind collaborating on promotions

4.30-5.00pm	Promotional effectiveness and delivering improved on-shelf availability	Markus Hoffman President & Managing Director CAS Systems of Asia Pacific	
5.00-5.30pm	Collaborating on promotions - fantasy or reality? Facilitator	ECRA Board Industry Panel Stuart Harker, Partner PricewaterhouseCoopers Australia	 
5.30-5.45pm	Wrap up of Day 1		
6.00-8.00pm	Evening Cocktail Function at The Pavilion, Fitzroy Gardens, East Melbourne		


Day 2 Program - 22 October 2010

9.00am-10.30am Session 5 - The moment of truth - shopper insights to promotions

9.00-9.45am	Maximising opportunity, minimising risk at the moment of truth	Mark Ellis Managing Director Sensory Solutions	
9.45-10.30am	The shopper response to promotions	Speaker TBC The Nielsen Company	

10.30-11.00am Morning Tea

11.00am-1.15pm Session 6 - Innovation and future directions

11.00-11.30am	How to bring life to stores - delivering an experience	Speaker TBC	
11.30-12.00noon	Re-invigorating the brand	Speaker TBC Mintel	
12.00-12.30pm	Innovation: Maintaining No 1 in an ever changing retail environment (case study)	Linda Watts General Manager, Strategic Innovation, Kimberly-Clark Australia	
12.30-1.00pm	Re-inventing health and beauty (case study)	Speaker TBC Procter & Gamble	
1.00-1.15pm	ECRA Working Together	Martin Drinkrow Chair ECRA General Manager, Clorox Australia	

1.15-2.00pm Lunch and closure