



**New Sessions & Speakers Added to the Program
(not included in the PDF brochure download)
12 new speakers and 7 new sessions added**

To learn more on Shopper Insights in Action's 75+ speakers and 50+ sessions,
visit www.shopperinsightsevent.com

Wal-Mart Joins Retail Panel with Target, FedEx Kinko's and Marsh Supermarkets

RETAIL PANEL: In-Store Exposed: What will Appeal to Tomorrow's Shoppers in this New World?

Moderator: John Dranow, President & CEO, **SmartRevenue**

NEW Panelist: Candace Adams, Senior Director, In-Store Experience, formerly **Wal-Mart**

Other Panelists:

Chris Borek, Manager, In-Store Digital Marketing, **Target**

Mark Heckman, VP, Marketing, **Marsh Supermarkets**

Ryan Mathews, Consultant, **FedEx Kinko's**

Session time/date: Thursday, July 16 at 5:25 pm

Virtual Environments,
Real Solutions

Speakers:

Candace Adams, Sr. Director, In-Store Experience, formerly **Wal-Mart**

Jill Boyce, Director, Insights and Strategic Planning, **Sara Lee**

Karin Peterson, Director of Shopper Insights, **Kimberly Clark**

Kimberly Senter, Director, Category Management, **Unilever USA**

Candace Adams will take you through a tour of the Wal*Mart SuperCenter Shopping Environment developed by Red Dot Square Solutions. As she is walking through the virtual SuperCenter, you will be visited by her avatar co-presenters Jill Boyce, Karin Peterson, and Kimberly Senter who will show you how Wal*Mart and its manufacturer partners are improving the in-store experience for Wal*Mart shoppers using virtual reality technology.

Session time/date: Thursday, July 16 at 4:15 pm

The Evolution of the “Gamer” Market and How Segmentation Helped EA Develop a Strategy

Stephen Day, Global Consumer Insights, EA SPORTS Label, **Electronic Arts**
Brant Cruz, Vice President, Retail and eCommerce Practice Leader, **Chadwick Martin Bailey**

This session will explore the rapidly changing dynamics of the gaming market and how Chadwick Martin Bailey and Electronic Arts worked together to build a foundation for developing new strategies. Attendees will learn about:

- What the gamer market looked like 5 years ago and how it looks today
- The impact of the Wii on the category as a whole
- What EA is doing to adapt
- The role of research in developing their new strategy

Session time/date: Wednesday, July 15 at 11:30 am

Shopper Marketing Goldmine: Improving Business Performance in Challenging Times

Staci Covkin, Senior Vice President, **IRI Consumer and Shopper Insights**
Emil Martinez, Senior Vice President – Shopper Marketing, **IRI**

This session will highlight best practices around the use of loyalty data to drive shopper-centric marketing success. See how a shopper-centric strategy can change the game for collaboration excellence. Learn how new tools can focus on delivering value to both retailers and manufacturers through state-of-the-art analysis, data mining and collaborative use of retail loyalty data. See how you can use this information to deliver integration, insights and impact on your bottom line.

Session time/date: Wednesday, July 15 at 1:30 pm

Dissecting the Downturn Generation

Tim Ressemeyer, Ph.D., Partner, Consulting & Innovation, **IRI**

Experts have made so many prognostications about the recession’s duration that at least a few are bound to be correct. But the central question for the consumer packaged goods (CPG) industry focuses not on when the recession will end, but how shoppers will behave five, 10, and 20 years into the future. Today’s shoppers will adopt many of the practices Depression-era shoppers implemented both to weather the recession as well as to keep a

close eye on spending long after the recession ends. IRI has dubbed these shoppers the “Downturn Generation.” This session will closely examine the shopping behaviors and saving strategies this group is adopting during the current economy and which of those strategies will remain, even after an economic recovery. This session will also outline nine strategies for CPG manufacturers and retailers to take maximum advantage of today’s new opportunities by generating uplift among these shoppers. Successful manufacturers and retailers must recognize that a significant portion of their shoppers will carry on with their frugal practices well into the future and will rewire their businesses to take advantage of the opportunities downturn thinking generates.

Session time/date: Thursday, July 16 at 4:15 pm

Orchestrating the Brand Experience to Influence Purchase

Greg Silverman, Senior Vice President, **Interbrand Design Forum**

You already understand the value and the potential of insights. Now, how do you pull all the research, strategy and creative together? Greg Silverman shares Interbrand Design Forum’s practical process to shopper marketing—a definitive approach to orchestrating the entire shopper journey and how to arrive at a set of principles that creates an in-store program that is simple, practical and powerful. Learn how to break through center-store inertia and media fragmentation to deliver results that delight customers and partners.

Key Takeaways:

- How shopper marketing fundamentals work together
- How to manage the new economic conditions and their impact on consumer behaviors
- How to elevate your brand’s role in the shopper decision process

Session time/date: Thursday, July 16 at 4:15 pm

Breaking the Habit: The Truth about Shopper Behavior and How to Change It

Siemon Scamell-Katz, Founder, **TNS Magasin**

- The true complexity of shopper decision-making: the cognitive and emotional influences at work
- What decisions are made at the point of purchase?
- Habituation and how it reinvents shopper marketing.
- Connecting consumers and shoppers to change their behavior – a new marketing paradigm. Understanding the true meaning of value – how to measure and think about new models
- Loyalty and commitment: why they are different and why this matters

Session time/date: Friday, July 17 at 8:45 am

Organic Ethnography: *A chat about the ethnographer’s dilemma; capturing true consumer insights without interference*

Daila Boufford, Senior Consultant, Psyma International

Have you ever been on a shop-a-long and wondered if the consumer is just “performing for you” and not acting as they would in a more organic setting? Psyma International has discovered and tested multiple ways to become a “fly on the wall” in the course of consumer experience. In this session we will discuss three new techniques that have given our research team access into truck-stop bathrooms, shown us the influence (or lack thereof) of the retail sales associate and given us a bird’s eye view of consumer behavior during the weekly shopping trip.

In this session you will learn:

- How these techniques can be used to refine customer relationship management
- How respondent self data capture can become a catalyst for category innovation
- How the shop-a-long research visit can yield unbiased results

Session time/date: Friday, July 17 at 2:20 pm