

WEDNESDAY, JULY 11, 2007

Pre-Conference Symposia: Sign up for the symposia and get access to all three symposia with more than 17 sessions. Attend any session in any symposia you like. Enjoy.

8:00 <i>Registration & Morning Coffee</i>	KEYNOTE: RETAIL SESSION	KEYNOTE: RETAIL SESSION
8:45 <i>Welcome & Opening Remarks</i>	9:00 Understand your Customers, Take Action, Be Relentless, Make a Difference. Rick Webb, Senior Vice President, Store Innovation, Wal-Mart Stores, Inc.	10:00 Thinking Inside the Box - How Culture, Customers and the CEO Drive Innovation James Damian, Senior Vice President, Experience Development Group, Best Buy
Shopper Marketing, In-Store Media & Metrics: Converting Customers into Purchasers through Engagement	Operationalizing Insights to Create the Optimal Shopping Experience	Different Groups, Different Channels: Advanced Practices in Segmentation and Channel Understanding
ACADEMIC FEATURE/ACADEMIC FEATURE	OR	OR
11:30 From Demand to Purchase: Measuring, Modeling, and Managing Shoppability Raymond R. Burke, E.W. Kelley Professor of Business Administration, Director, Customer Interface Laboratory, Indiana University	11:30 Bringing Insights, Design and Branding to Reality In-Store Patrick Hare, Director, In Store Merchandising Center of Excellence, Customer Development Organization, Kraft Foods, North America	11:30 US Consumer Spending...What's Next? Gina Martin, Financial Economist, Wachovia
12:15 <i>Lunch</i>	12:15 <i>Lunch</i>	12:15 <i>Lunch</i>
KEYNOTE	RETAIL SESSION	FEATURE
1:45 Shopper Marketing - Building Your Brand in a Retail World Andy Murray, Global Chief Executive Officer, Saatchi & Saatchi X	1:45 Putting Customers First: Redesigning the Store for the Customer Robin Johnson, Director of Marketing & Brand Development, Food Lion	1:45 Following The Money: A Trip Management View of Boomer's Shopping Habits Today and Tomorrow Mike Twitty, Unilever Shopper Insights, Unilever
2:30 <i>Networking Break</i>	2:30 <i>Networking Break</i>	2:30 <i>Networking Break</i>
3:00 Checkout Merchandising Strategies that Convert "Browsers" into "Buyers" Michael J. Lanaghan, Manager In-Store Strategy, Wm. Wrigley Jr. Co.	3:00 Customizing and Simplifying the Shopper Experience: The Nexus of Shopper and Retailer Needs Jeff Swearingin, Vice President of Shopper Marketing, Frito Lay	3:00 Next Generation Ethnic Business Models Jandie Lane, Manager, Consumer & Market Knowledge, Multicultural Business Development, Procter & Gamble
3:45 Influencing Consumers with Health Messaging on Food Products Sherry Nielsen, Director, Programs and Promotions, Food Certification Program, American Heart Association	3:45 OPEN SESSION For more information about the speaking in this session, please contact Jon Saxe at jsaxe@iirusa.com.	3:45 Multi-Channel Shopper Segmentation Todd Hale, Senior Vice President, Consumer & Shopper Insights, ACNielsen Homescan & Spectra
4:30 In-Store TV: Driving Sales vs. Building the Brand Herb Sorensen, President, Sorensen Associates Inc Rob Wolf, Executive VP, In-Store Broadcasting Network	KEYNOTE	INTERACTIVE SESSION
5:15 <i>End of Symposia</i>	4:30 Why and How We Purchase: The Psychology of Shopping Behavior and Consumer Decision Making Dr. Ken Herbst, Assistant Professor of Marketing, The Mason School of Business, The College of William and Mary	4:30 Tempting the Sweet Tooth of Convenience Store Shoppers Dhruvi Patel, Consumer Solutions Manager, Masterfoods USA James Sorensen, Senior VP, Client Services, Sorensen Associates Inc
	5:15 <i>End of Symposia</i>	5:15 <i>End of Symposia</i>

B2: 8:45 am- 12:15 pm Morning Workshop
Turning Data into Insights: Doing it Right and Making an Impact
 Scott Bennewitz, Worldwide Solution Executive - Shopper Insights Solution
 Kevin Houston, Worldwide Consumer Products Industry Solution Leader
 Guy Blissett, Consumer Products Leader, IBM Institute for Business Value


B3: 1:45 pm- 5:15 pm Afternoon Workshop
Building Retail Charisma Today and Tomorrow
 Holly Moore, Partner, Yankelovich, Inc.

Main Conference Begins
 5:00 *Open Registration for Main Conference*
KICK-OFF KEYNOTE
 6:00 **Action vs. Re-Action...Which Do You Want? Connect with Your Consumers and Make Things Happen**
 Marshal Cohen, Chief Industry Analyst, The NPD Group;
 Author, "Why Customers Do What They Do: Who They Are, Why They Buy and How You Can Anticipate Their Every Move"
 6:45 *Conclusion of Kick-off Keynote*
 7:00 *First Shopper Insights "Wednesday Welcome & Ice Breaker"*

THURSDAY, JULY 12, 2007

7:00 <i>Registration & Morning Coffee</i>	MANUFACTURER PANEL
8:00 <i>Welcome & Opening Session from the Conference Chairperson</i> Winning at the Store with Shoppers: Taking Shopper Insights down to Store Level to Build Profitable and Winning Marketing and Merchandising Solutions. John Carroll, Vice President, Shopper Insights & Marketing Solutions, The Coca-Cola Company	10:00 Setting Standards...Is It Possible in the Ever-Changing Shopper Insights World? A Look at How Some Lead Brands are Doing Things the Same and Differently. Moderator: Jeff Friedlaender, Vice President, Meyers Research Panelists: Micaela Tiffen, Global Consumer Insights Manager, Schick-Wilkinson Sword Terrie Wendricks, Senior Director, Shopper Insights & Analytics, Kraft Bala Mallela, Director, Shopper Insights, Johnson & Johnson David Preston, Group Director, Shopper Marketing, The Coca-Cola Company
KEYNOTE	11:00 <i>Morning Networking Break in the Exhibit Hall</i>
9:00 Are You Missing Opportunities to Connect with the New Consumer? Michael Silverstein, Senior Vice President, The Boston Consulting Group Author, Trading Up: Why Consumers Want New Luxury Goods...and How Companies Create Them & Treasure Hunt; Inside the Mind of the New Consumer	

Concurrent Sessions Begin. Attend any session you like.

	INNOVATIONS IN INSIGHT COLLECTION	RETAIL ACTIVATION: In-Store Marketing	RETAIL ACTIVATION: Retail Partnerships
11:30	The Power of Ethnographic Research: A Deep Dive into the Customer Shopping Experience Dr. Donna M. Romeo, Manager of Customer Trends, Business Unity Strategy, The JCPenney Co.	Transforming the Store into a Measured Medium Joan Lewis, Consumer & Market Knowledge, Manager, Global Operations, Procter & Gamble John Carroll, Vice President, Shopper Insights & Marketing Solutions, The Coca-Cola Company	RETAIL SESSION Beyond Listening: How Giant Is Evolving Consumer Insights into Action Sharon Eiswert, Director, Consumer Research, Giant Food Stores, LLC
12:15	<i>Lunch - Sponsored by MARSadvertising</i>		
1:15	<i>Dessert & Coffee in the Exhibit Hall</i>		
1:30-2:45	Leveraging Segmentation to Increase the Power of In-Store Consumer Experience Susan LaPointe, Director, Shopper Insights, The Hershey Company	Leveraging Comprehensive Shopper-Focused Research for Strategic Category Plans Sharon Hoeting, Shopper Insights Manager, General Mills Adam Dill, Director of Category Management, General Mills	Putting the Shopper First Presented by dunnhumby
2:55-3:40	How Do Your Shoppers Really Shop? In-Store Research Methodologies for Real-Time Shopper Insights Dr. Rajeev Sharma, Founder & CEO, VideoMining Corporation	Maximizing Retail Results with Flexible and Effective Platform Strategies developed through an integrated marketing communication planning process. Scott McCallum, Executive Vice President, General Manager, MARS Advertising Jon Schlesinger, Director of Retail Consumer Marketing, The Clorox Company	RETAIL SESSION Balancing Acts: Appealing to Consumers' Rational and Emotional Shopping Behavior Michael Perman, Senior Director, Consumer Insights and Consumer Relations, Levi Strauss & Company
3:40-4:10	<i>Break in the Exhibit Hall</i>		
4:20-5:05	Driving Sales Trip by Trip Valerie Skala Walker, Vice President, Consumer & Shopper Insights, Information Resources, Inc.	Gaining a Holistic Understanding of Your Brand Keith Chrzan, VP of Marketing Sciences, Maritz Research	Activating Shopper Insights to Align Brand and Retail Strategy: Year Two of a Living Case Study John Dranow, President, SmartRevenue Dard Neuman, Senior Vice President, SmartRevenue John Carter, Competency Leader, Global Market Intelligence Team, Philips Domestic Appliances And Personal Care
5:15-6:00	CONCLUDING KEYNOTE Best Practices in Shopper Insights: A Case Study Examination of a Shopper Marketing Capability Gunnard Johnson, Vice President & Managing Director, Shopper Insights, TNS Philip McGee, Director, Consumer Insights, Campbell Soup Company		6:00 Thirsty Thursday Mixer 

FRIDAY, JULY 13, 2007

8:00 <i>Morning Coffee</i>	RETAIL PANEL DISCUSSION
KEYNOTE	10:30 What's "In Store" for Retailers? How Shoppers are Driving Change at Retail. Moderator: Steve French, Managing Partner, The Natural Marketing Institute (NMI) Panelists: Lauren Corning, Director of Merchandising, Peapod, Stop & Shop Loren Cherry, Business Insights Manager, Meijer Mark Heckman, Vice President, Marketing, Marsh Supermarkets Caron C. Merrill, Market Research Manager, CVS/pharmacy Additional Panelist TBA
8:30 Looking Inside Out: Moving the Focus In-Store? Discovering Immense ROI Opportunities with In-Store Media Kate Sirkin, SVP Global Research Director, Starcom MediaVest Group Greg Warren, Executive Vice President, Manager Director, Mediavest Worldwide	11:30 <i>Break in the Exhibit Hall</i>
KEYNOTE	
9:30 Cutting Edge Retail Concepts- What's Driving Tomorrow's Hot Ideas Neil Stern, Senior Partner, McMillan Doolittle LLP Author, "Winning at Retail"	

Concurrent Sessions Begin. Attend any session you like.

	INNOVATIONS IN INSIGHT COLLECTION	RETAIL ACTIVATION: In-Store Marketing	RETAIL ACTIVATION: Retail Partnerships
12:00	Translating Shopper Insights into Design Todd Belveal, Vice President, Strategic Services, Design Forum Co-Speaker TBD	Enhance Meat Case Performance through Point of Purchase Behavior Karen Boillot, Director of Retail Marketing, National Pork Board	Category Reinvention: Improving Category Performance and Strengthening Brand/Retailer Relationships Bruce Vierck, Vice President Account Planning, RTC Sara Cantor, Retail Planner, RTC
12:45	<i>Lunch</i>		
1:45	<i>Dessert & Coffee in the Exhibit Hall</i>		
2:20-3:05	Developing Segmentation Schemes to Create a Customized Customer-Centric Retail Environment Eric Le Blanc, Director of Marketing, Deli Prepared Foods, Tyson Foods, Inc.	Creating Category Growth by Understanding the Three Types of Shopper Motivations Michael L. Howatt, Vice President, Strategic Consulting & Analysis, Synovate Joel Rubinson, Senior Vice President, General Manager Solutions, Synovate	Shelf Optimization: Keys for Winning Big with Less Space Jennifer Hidding, Solutions Architect, Retail and Consumer Package Goods Industry, Fair Isaac Co.
3:15-4:00	Source Integration: Making a Strategic Idea Actionable Philip McGee, Director, Shopper Insights, Campbell Soup	OPEN SESSION For more information about the speaking in this session, please contact Jon Saxe at jsaxe@iirusa.com.	RETAIL SESSION The Interaction of Store Design, Shopper Behavior and Category Sales Herb Sorensen, President, Sorensen Associates Inc Mark Heckman, Vice President, Marsh Supermarkets, LLC
4:00	<i>Conclusion of Shopper Insights in Action 2007. Safe Travels Home.</i>		

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