

IRI REINVENTING CPG & RETAIL

# SUMMIT 2008



**IRI**  
Breakthrough Insights  
Breakthrough Results.

**SUPERCHARGING GROWTH THROUGH INNOVATION**  
MARCH 3-5, 2008 | ORLANDO, FL THE GAYLORD PALMS ORLANDO RESORT & CONVENTION CENTER

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## Wal-Mart Executive Kicks Off General Session on March 5

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### Speaker Spotlight

Customers are demanding health and wellness solutions tailored to their individual needs and are voting with their wallets. Companies that understand the needs of different shopper segments stand to win the hearts and minds of healthcare customers.

So, how do you win the hearts and minds of these customers? Wal-Mart executive Paul Beahm will share the world's largest retailer's approach during his keynote speech, "Putting innovative customer-centric strategies to work in meeting customers' healthcare demands."

Beahm's compelling presentation will kick off the Summit 2008 General Session on Wednesday, March 5. Please visit [www.cpgsummit.com](http://www.cpgsummit.com) for updates on additional Summit 2008 speakers, schedules and programs.

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### Best Practices Breakout Sessions

Great news! The following dynamic new content has just been added to the Best Practices Breakout Sessions:

- Corporate Visions: "Power of the Story"
- IBM: "Generating Actionable Consumer and Brand Insights from Blogs, Boards and Internet Newsgroups"
- IBM: "Loyalty, Community, Lifetime Value, Why Advocacy Matters to Grocery and Drug Retailers"
- McKinsey & Company and IRI: "Unlocking the Power of Shopper Marketing"

For additional information on these classes, the latest schedule and a complete listing of descriptions, please visit the IRI Summit 2008 Web site at: [www.cpgsummit.com](http://www.cpgsummit.com).

**Supercharge your growth through innovation - Register today.**

**REGISTER NOW**

## FEATURED THIS WEEK



**BILLY BEANE**  
VICE PRESIDENT,  
GENERAL MANAGER  
OAKLAND A's

Considered one of the most progressive and talented baseball executives in the game today, Billy Beane has molded the Athletics into a perennial postseason contender since taking over the general manager's duties in 1998.

Beane's executive talents and the organization's baseball philosophy were the subject of Michael Lewis' best-selling book "Moneyball: The Art of Winning an Unfair Game," which opened the eyes of many business CEOs in the nation.

**DISCOVER INNOVATIONS TO ACHIEVE  
GROWTH & PROFITABILITY!**