



Join us for our free seminar:

“Shopper Marketing 2010 – Revolutionize your business”

In 2010 the companies that engage effectively with shoppers will yield significant competitive advantage.

More effective shopper marketing is the key to driving growth and efficiencies across both retail and manufacturers. The right shopper marketing approach is elusive for many, in part because there is a lack of clarity on what shopper marketing is or how to implement it. **engage**, the shopper marketing experts, give this clarity, and use unique insights to support your business in delivering greater returns from the path to purchase.

engage invite you to join them, together with leading specialists from both retail and manufacturing to discuss shopper marketing and how to leverage the best returns from it.

"Shopper Marketing 2010 – Revolutionize your business"

will be held from 08.30 to 12.00 on Tuesday 26th January at The Sheraton Grande Sukhumvit, Bangkok.

9.00 – 10.00 Toby Desforges – Co-founder and Global Engagement Director at **engage**

Will deliver a presentation on: "The shopper marketing revolution and why shopper marketing is important to you" to cover: "What is shopper marketing?"; "Why is shopper marketing important?" and, "How shopper marketing can be used to drive sales and streamline costs."

10.00 – 10.25 Break

10.30-11.00 Ian Longden – Senior Vice President, Big C, Small Formats

In an open discussion on “Retailers perspectives on shopper marketing and their expectations of suppliers”

11.00-11.30 Mark Weir - Revenue Management and Customer Insights Director PepsiCo AMEA

In an open discussion on “Manufacturers perspectives on shopper marketing implementation and the key learnings”

11.30-11.50 Panel discussion on “How shopper marketing can revolutionize your business”

11.50-12.00 Summary and close

Venue: Grand Ballroom, The Sheraton Grande Sukhumvit

Registration for this event has now closed, apologies for any disappointment