



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

## Post-Future Connect Webinar Series

**Join us for these FREE webinars...keep learning after Future Connect is over!**

**Wednesday, May 15, 2:00 pm EDT – Recording available online**

### **Food Retailing 2013: Tomorrow's Trends Delivered Today: Overview Webinar**

In FMI's research on "Tomorrow's Trends" several cornerstone changes have been uncovered that will shape the grocery retailing industry over the coming years. During this webinar, we will discuss how these emerging trends will shape consumer attitudes and the new consumer shopping environment and will, in turn, impact retailer and manufacturer competitive strategies. This presentation will highlight the changing retailer landscape, both brick and mortar and online; the role that merchandising and marketing will play in changing the shopping experience; how technology will change the way shoppers shop; and the capabilities retailers and CPG manufacturers will need to compete in the future.

*Thom Blischok, Chief Retail Strategist and Senior Executive Advisor, Booz & Co.*

*Nicholas Hodson, Partner, Booz & Co.*

**\*Additional overview webinars are scheduled on 5.22, 5.29, and 6.5**

**Thursday, May 23, 2:00 pm EDT**

### **Buying into the Local Food Movement**

The local food movement is spreading from farm markets stands to supermarket shelves. Will large grocery retailers capture the "locavore" market? This webinar will focus on the results of an A.T. Kearney survey of US consumers to measure their attitudes and shopping habits with regard to local food. Although a majority of consumers do not trust the local food offerings of national grocery chains and big box retailers, the study results provide recommendations on how grocery retailers can position their local food assortments to meet the needs of their consumers.

*Jens Ruehle, Manager, A.T. Kearney*

*Mike Goldblatt, Senior Associate, A.T. Kearney*

**Wednesday, May 29, 2:00 pm EDT**

### **Bringing Food Safety to Local Growers**

Produce safety is a priority issue for FMI and many member companies, including Wegmans Food Markets, Inc. In order to offer locally grown produce to customers, Wegmans has developed an outreach program to work with farmers on food safety programs. This webinar will discuss how Wegmans solved a food safety and supply chain challenge through community outreach and leadership. Ideas will be shared on how to work with local growers to implement food safety programs, and resources will be identified to help your company work with local produce growers to ensure they have proper food safety programs in place.

*David Corsi, Vice President, Produce, Wegmans Food Markets, Inc.*

*William Pool, Manager, Produce Food Safety, Wegmans Food Markets, Inc.*

**Wednesday, June 5, 2:00 pm EDT**

### **The Power of Meat: An In-depth Look at Meat through the Shoppers' Eyes**

The eighth annual Power of Meat research report provides a clear understanding of what drives shopper meat purchasing decisions in the current environment, including trends in protein types, amounts, brands, nutrition, promotional tactics, packaging, purchasing channels and more. The webinar will include the top findings of the research, as well as insights on implications for the industry.

*Anne-Marie Roerink, Principal, 210 Analytics, LLC*

*Michael Uetz, Principal, Midan Marketing*

*Jerry Kelly, National Retail Account Manager, Cryovac-Sealed Air*



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

**Wednesday, June 12, 2:00pm EDT**

**Food Retailing 2013: In-Store merchandising Innovation – Table Stakes or Differentiators**

The Trends 2013 research study discovered a broad range of key drivers that will determine the success of in-store marketing and merchandising programs over the next decade. In this webinar, CROSSMARK will highlight specific insights, trends and opportunity areas, as well as foresight into the evolution of factors that will essentially become table stakes in addressing shopper needs and expectations as part of the in-store shopping experience.

*Speakers TBD*

**Thursday, June 13, 1:00pm EDT**

**How to Create a Local Event Which Will Attract a Member of Congress, Local Media, and Enhance Your Mission (It's Easier than You Think)!**

Research by CMF shows that Members of Congress using visits to local facilities can be one of the most valuable ways to collect constituent views and opinions - more than any other source of information! And yet, how do these events happen? How do groups entice a Member of Congress to attend a local event or meet with key stakeholders? This webinar will show participants how. A former congressional staffer will walk participants through the steps to inviting legislators and reporters to learn about your issues and have a powerful personal experience about the value of your organization(s) in their district or state.

*Brad Fitch, President & CEO, Congressional Management Foundation*

**Wednesday, June 19, 2:00pm EDT**

**Food Retailing 2013: Perspective on Market Dynamics**

The Trends 2013 research study identified several key factors that will continue to influence the developing US retail market place. Nielsen will provide insights around specific factors that could influence changing consumer behaviors, market and channel structures and competitive positioning, as well as how channels could evolve going forward.

*Speakers TBD*

**Thursday, June 20, 2:00 pm EDT**

**Global Food Culture 2.0: Changing Times, Changing Consumers, Time for a New Way of Thinking**

This webinar will dig deep into the artifacts collected by grocery consumers in Mexico, Brazil, China and India. Specifically, the webinar will explore these consumers' current shopping habits along with their consumption routines at home, at work and on-the-go. The research findings will be brought to life using the vibrant photographs and images collected by the consumers themselves. Key insights for U.S.-based retailers such as the global move toward the outsourcing of cooking and the fragmentation of eating will be explored as well.

*Laurie Demeritt, President and CEO, The Hartman Group*

**Wednesday, June 26, 2:00pm EDT**

**Food Retailing 2013: Perspective on Technology In-Store**

The Trends 2013 research study explored the growing role of technology in transforming key aspects of the shopping experience along the path to purchase (e.g. purchase, payment, etc.) During this session, Booz and Company will highlight the key trends that are shaping the in-store digital experience across the food retailing path to purchase.

*Speakers TBD*



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

**Thursday, June 27, 2:00 pm EDT**

**Untangling the Social Web**

Get insights and ideas from the Coca-Cola Retailing Research Council's current study, Untangling the Social Web: Insights for Users, Brands and Retailers. This webinar will help attendees get a sense of how to build a strategy to use social media for marketing outreach and to set structure around internal discussion. We will examine how the social web builds an "e-reputation" and how it aids recruiting, retention, and internal communication. We will also look at how to have a plan that won't keep managers spending all day on social media – it has to tie into how the overall job is done.

*Michael Sansolo, Research Director, Coca-Cola Retailing Research Council*

**Wednesday, July 11, 2:00pm EDT**

**Food Retailing 2013: Marketing Innovation – Behavior is the New Demographic**

Shoppers are defined not by who they are, but by what they buy. Retailers have effective ways to get shoppers in their stores – now they need a way to influence purchases. During this session, Catalina will discuss how targeting shoppers based on purchasing behavior is essential to driving engagement and loyalty.

*Speakers TBD*

**More information and links to register for each webinar available at**  
**[www.fmifutureconnect.com](http://www.fmifutureconnect.com)**