

Chain Drug SuperSession

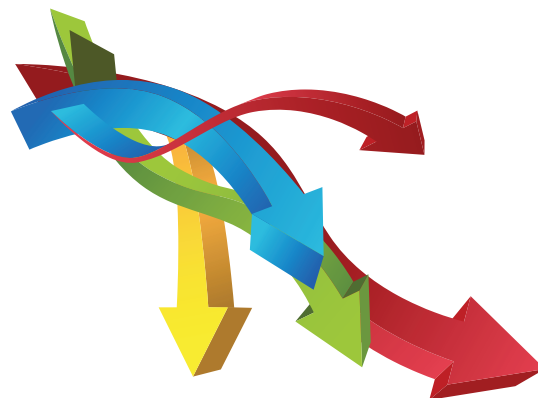
February 24-26, 2009 | Orlando, FL



Management Ventures, Inc.

Chain Drug: Up, Down, or Sideways?

As the channel continues to consolidate, drugstores face increased competition with each other and across various alternative formats. Today's challenging operating economic climate has chain drug scrambling to protect its share of prescription fills while driving front store traffic and basket size during a time of mounting price sensitivity. Drugstores are rethinking cost structures, refocusing on understanding and aligning with the core shopper, and revisiting their growth models—all of which create direct and cross channel opportunities for suppliers.



Are you prepared to align your brand with the evolving strategies of your customers?

Schedule At A Glance

Time	Feb. 24	Feb. 25		Feb. 26
8a-12p		General Session		Strategic Retailer Management
		10:30 AM		
1p-5p	Rite Aid Workshop	Walgreens Workshop	CVS Workshop	

Feb 24 Rite Aid Workshop (PM)

The Brooks Eckerd integration is complete, but the work is far from over. The next three to nine months are critical as Rite Aid's revamped management team works to stabilize the business, unlock the value of the acquired stores, and improve operating results. MVI will examine the long road ahead for Rite Aid and key business initiatives:

- Gain insight into Rite Aid's "health" and map out your customer's present and future expectations
- Dissect Rite Aid's newly implemented assortment optimization and cost reduction strategies and how it will impact suppliers
- Understand Rite Aid's new segmentation strategy, marketing and consumer positioning, and how it plans to win back shoppers and where vendor partners can help

Feb 25 General Session (AM)

Plummeting consumer confidence has drastically changed the way Americans shop. The complexities of today's retail and macroeconomic environments present a unique set of opportunities and challenges for both retailers and suppliers. Within this new setting, the US drugstore industry is being forced to develop new strategies to appeal to its core shopper. MVI provides a comprehensive overview of how retailers and formats are responding to a fragmenting consumer landscape—and closely examines US chain drug, an industry very much in transition.

- Identify the retailer and supplier capabilities necessary to drive growth
- Walk away with MVI's latest growth projections for your largest drugstore customers and regional players through 2014
- Familiarize yourself with the supplier implications of the marketing and merchandising strategies your customers and their competitors are implementing

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Feb 25 Walgreens Workshop (PM)

One of the fastest growing retailers in the US has once again announced plans to slow its organic store growth in order to gain "more from the core". **As Walgreens looks to enhance the shopping experience and format, rationalize SKUs, and increase basket size, it is essential for suppliers to understand how their brands fit in this new reality and the role you will play.** MVI outlines this evolving retailer's three-tiered strategy:

- Walk through how Walgreens is leveraging its store network
- Gain insight into Customer Centric Retailing and how the shopping experience format will change
- Assess Walgreens' cost reduction plans and discuss what they will mean for vendors

Feb 25 CVS Workshop (PM)

The recent acquisition of Longs has positioned CVS to win by capturing real estate in important growth markets. Yet as CVS continues to develop and extend its brand, the integration of Longs will also pose multiple challenges. MVI will explore CVS' plans for 2009 and beyond:

- Define how the integration and assimilation of Longs will impact your business
- Take a look at CVS' four-part shopper marketing and merchandising strategy and evaluate the evolving ExtraCare program and LIFE format
- Find out what's next as CVS navigates through today's reality while building the capabilities necessary to be successful tomorrow

Feb 26 SkillBuilders™ Strategic Retailer Management

MVI's renowned SkillBuilders™ course on strategic frameworks and planning ...including modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards

- Navigate through frameworks to align with the leadership attributes of your customer's management, gain an in-depth understanding of the critical functions within your customer to execute the growth plan, and identify strategies to move the dialogue beyond price to the "who" and "how"
- Familiarize yourself with OGSM (Objectives, Goals, Strategies, Measures) as a co-planning framework and learn how to merge brand plans, customer plans, and scorecards into a cohesive story
- Understand retailer negotiation methods and uncover why today's environment challenges in-store execution
- Gain insight into getting the most from scorecards and quarterly reviews, discuss how to get beyond the numbers to move your brand initiatives forward, and learn how to maximize top-to-top discussions

For More Info & Registration

Email CustomerService@mventures.com

Web www.MVI-Worldwide.com/Events

Call 1.800.370.3261 or
1.617.588.4100

Full Day Rate USD 1650 **1/2 Day Rate** USD 895

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

Logistics

Sheraton Orlando Downtown Hotel

60 South Ivanhoe Boulevard

Orlando, FL 32804

1.407.313.6031

Room rate: USD149

Cut-off date: February 9, 2009

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