



Building Category Plans & Utilizing Analytics

October 1, 2014
Embassy Suites Hotel O'Hare - Rosemont

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9:00 am - 9:30 am

Registration

9:30 am

Welcome & Opening Comments

Antitrust Statement
Foodservice 2020

9:40 am

Building Category Plans & Using Analytics

Presented by Art Bell and Don Baker from The Partnering Group, learn the industry's best practices on how to effectively build category plans and use analytics within Category Management efforts.

11:00 am

Break

11:15 am

Breakout-out Discussion and Report-out

11:45 pm

Lunch

12:30 pm

Activating Against Category Business Plans & Frameworks

Dave West, Sr. Director of Category Assessment & Strategy at Sysco, will discuss how to work with Sysco in terms of utilizing data and the creation of category plans. Additionally, learn more about challenges the foodservice industry faces within Category Management and the opportunities to overcome them.

1:30 pm

Breakout-out Discussion and Report-out

2:00 pm

Closing Comments & Adjourn