



**11/17/2015**

8:00 am - 8:30 am

**Registration**

8:30 am - 9:30 am

**Why Category Management**

The need for a new approach to planning between Distributors and Manufacturers is apparent. Category Management enables better alignment between supply chain partners and focus in today's changing foodservice environment.

9:30 am - 10:00 am

**Voice of the Distributor**

Tom Arons, Senior Director, Category Strategy and Vendor Management at US Foods, speaks about the value of collaborative planning with suppliers and what distributors want from suppliers when it comes to Category Leadership and planning.

10:00 am - 10:15 am

**Break**

10:15 am - 10:45 am

**Overview of Full Plate™ Category Management Best Practice Process**

TPG provides the definition of category management in foodservice and an overview of the eight step Full Plate™ process.

10:45 am - 12:00 pm

**Detailed Overview of the Full Plate™ Process with interactive workshops – Steps 1-3**

Step 1 – Alignment & Discovery

Step 2 – Category Definition & Role by Segment + Workshop

Step 3 – Category Vision

12:00 pm - 12:45 pm

**Lunch**

12:45 pm - 2:00 pm

**Detailed Overview of the Full Plate™ Process with interactive workshops – Steps 4-6**

Step 4 – Insight Identification – The Fuel to a great Cat Man Plan + 2 Workshops

Step 5 – Plan Strategies

Step 6 – Plan Tactics + Workshop

2:00 pm - 2:15 pm

**Break**

2:15 pm - 3:15 pm

**Detailed Overview of the Full Plate™ Process – Steps 7-8**

Step 4 – Insight Identification – The Fuel to a great Cat Man Plan + 2 Workshops

Step 5 – Plan Strategies

Step 6 – Plan Tactics + Workshop

3:15 pm - 3:30 pm

**How to Get Started with Your Category Management Planning**

TPG will outline how to get the Full Plate™ Process started within your organization.

3:30 pm

**Closing Remarks and Adjourn**