

Checkout Conference 2012

Where Do We Go from Here?

17 January 2012
Four Seasons Hotel

In Association With



Rabobank

Checkout Conference 2012

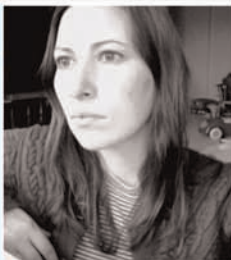
MICHAEL CAREY, CHAIRMAN, BORD BIA, CEO 'THE COMPANY OF FOOD'

Michael is the Founder and Chief Executive Officer of 'The Company of Food', a specialist food investment business. His other roles in the food sector include Chairman of Bord Bia and an investor and a non-exec director at Valeo Food Group. He is the former executive chairman of Jacob Fruitfield, and has won numerous business awards, including the Smurfit Graduate Business School Alumnus of the Year (2010), the 'Ernst & Young' Industry Entrepreneur of the Year Award (2005) and the Bord Bia Food Entrepreneur of the Year (2004). Michael will be presenting on the subject: "Opportunities Facing the Food Industry as a Key Sector in Ireland's Economic Recovery"



EMILY DENT, DIRECTOR, NMINCITE

Emily has ten years' experience in what we now know as 'social'. She formerly worked at the news desk of *The Sun* Online, and has worked with advertising agencies and start-up businesses on developing their social media strategies. Emily now works for NMinCite - a joint venture between Nielsen and McKinsey - helping businesses organise themselves around the biggest paradigm shift businesses have seen in the past 50 years. Clients include Tesco, Reckitt Benckiser, Kraft and Disney. Emily will present on the subject: "Are you Listening...?: Capturing the Opportunities in Social Media"



FRANK GLEESON, RETAIL DIRECTOR, TOPAZ

Frank Gleeson is retail director at Topaz; recent winner of the coveted NACS 2011 International Convenience Retailer of the Year award. Frank has spent most of his career in the retail sector, as Vice President of Retail at Statoil, Operations Director of O'Brien's Off Licence Group and Group Sales Manager for Xtravision Plc. A graduate of the Irish Management Institute, Frank is an International Committee member of the NACS (National Association of Convenience Stores) Global Forums and chairman of the NACS/Coca-Cola Retailing Research Council. In his presentation, Frank will talk about the Topaz Retail Brand strategy: "Thinking Ahead"



MIRIAM HUGHES, MANAGING DIRECTOR, DDFH&B

Miriam has over 15 years' experience in client marketing. She is a former Marketing Director of Nestlé in Ireland and before joining DDFH&B in 1998, she was Head of Communications, Sales & Marketing at Bank of Ireland. At DDFH&B, Miriam and her team have produced some of the most eye-catching advertising of recent years, including the National Lottery 'Rainbows' commercial and Denny's 'Home Is'. DDFH&B were voted Agency of the Year at the 2011 Checkout Awards and Miriam's presentation at the Checkout Conference will focus on: "Challenges for Brand Communications in Ireland"



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MICHAEL LANDYMORE, GLOBAL SECTOR STRATEGIST WITH RABOBANK'S FOOD RESEARCH & ADVISORY GROUP

Before joining Rabobank, Michael worked for more than two decades as a director of research at Investec Securities, covering Food & Household products. He also formerly worked for Unigate, and Helvetica Wealth Management Partners. He currently holds the role of Global Strategist Value Added Processing at Rabobank, where he is responsible for developing FAR's research agenda in the sector. Michael will be presenting on the subject "Past Performance is No Guide to the Future: Why Cyclical Headwinds Will Accelerate Structural Shifts – A Value Added Foods View"



SHOPPER MARKETING IN IRELAND: WHAT YOU NEED TO KNOW. JOINT PRESENTATION BY DUNNHUMBY, MCCP AND VISUALISE

Checkout is proud to present a joint presentation on 'Shopper Marketing', one of the 'hot topics' of the retail industry so far this decade. The DNA of consumer product marketing has been fundamentally changed, and the traditional approach to brand-building is no longer enough. This joint presentation, feature Graham Kinsella from Dunnhumby, Kay McCarthy from MCCP and Ciaran Fitzgerald from Visualise, will seek to deconstruct the shopper marketing concept, and how you can best apply it to your business.



JIM POWER, ECONOMIST / CHAIRMAN, LOVE IRISH FOOD

Noted economist Jim Power is an economic advisor to Friends First Group. He previously worked as Chief Economist at Bank of Ireland Group and Treasury Economist at AIB Group. He is owner manager of Jim Power Economics Limited, is a board member of food awareness body Agri-aware, and is Chairperson of Love Irish Food. His first book *Picking up the Pieces* was published by Blackhall Publishing in November 2009. He is editor of the Friends First *Quarterly Economic Outlook*, one of Ireland's leading economic commentaries. Jim will be presenting on the subject: "Adapting To Consumer Needs: The Changing Role of Irish Products in the Retail Grocery Landscape"



STEPHEN VARD, MANAGING DIRECTOR, THE VARD PARTNERSHIP - BRAND DESIGN CONSULTANTS

Stephen Vard is the Managing Director of The Vard Partnership. Considered one of the country's leading branding agencies, The Vard Partnership helps businesses grow through optimising their brand and design communications. The Vard Partnership has worked with some of the country's biggest brands, including Kerrygold, Premier Foods, Unilever, Tayto, HB, Fyffes, Britvic, Jameson and Cuisine D'France. Stephen will present on the subject: "Brand Recognition: How to Create Resonance With Customers Through Innovative Packaging"



PANEL DISCUSSION: 'MAKING THE MOST OF YOUR BRAND'

A dedicated panel discussion, 'Making the Most of Your Brand', will look at ways in which businesses can adapt their brand strategy to better meet the needs of today's consumer, how to invest in the right kind of marketing, launch new products and embrace the demands of the multiples. The panel discussion will feature Valerie Rice, Managing Director, Valerie Rice Consulting, Joseph Collum, Director, International Business and New Ventures, Glanbia, Brendan Murphy, Managing Director, John West Ireland and Ciaran Donnelly, Managing Director, Donnelly Fruit and Veg.

CONFERENCE SCHEDULE:

08.15 CONFERENCE REGISTRATION COMMENCES

09.00 CONFERENCE OPENS

09.10 JIM POWER, ECONOMIST / CHAIRMAN, LOVE IRISH FOOD

09.35 FRANK GLEESON, RETAIL DIRECTOR, TOPAZ

10.00 MICHAEL LANDYMORE, GLOBAL SECTOR STRATEGIST, RABOBANK FOOD
RESEARCH & ADVISORY GROUP

10.25 SHOPPER MARKETING IN IRELAND: WHAT YOU NEED TO KNOW. JOINT PRESENTATION
BY DUNNHUMBY, MCCP AND VISUALISE

11.00 COFFEE BREAK

11.25 MIRIAM HUGHES, MANAGING DIRECTOR, DDFH&B

11.50 EMILY DENT, DIRECTOR, NMINCITE

12.15 STEPHEN VARD, MANAGING DIRECTOR, THE VARD PARTNERSHIP

12.45 LUNCH

14.15 PANEL DISCUSSION: 'MAKING THE MOST OF YOUR BRAND'

15.00 MICHAEL CAREY, CHAIRMAN, BORD BIA, CEO 'THE COMPANY OF FOOD'

15.30 APPROX. CONFERENCE ENDS



Where Do We Go from Here?

Checkout magazine, Ireland's leading magazine for the grocery retail sector has announced details of its 2012 Checkout Conference, held in association with Rabobank. It will take place at the Four Seasons Hotel, Dublin, on 17th January 2012, under the banner 'Where Do We Go From Here?'

With food exports at an all time high, and Ireland's current fiscal approach earning plaudits from global business, 2012 could well be the year the country gets 'back on track'. But what challenges will retailers and FMCG manufacturers face once it does? How well are Irish businesses poised to adhere to the needs of the changing consumer? And where will the opportunities lie in what is an increasingly competitive market?

With insight from some of the leading experts on the retail industries in Ireland and Europe, as well as Ireland's most respected suppliers on effective branding, NPDP, category management, and marketing and promotional strategy, the Checkout Conference is set to be one of the industry networking events of the year.

So, where do we go from here?

Event Compèred By David Harvey (4FM/ex City Channel)

David Harvey is one of the most respected broadcasters in Ireland, having fronted City Channel, which he founded, and RTE's *Crimeline*, and with a radio background that includes RTE Radio 1, Century Radio, Radio Nova and 4FM. He is also a director of the National Library of Ireland and chairman of the governing body of IADT.



How to Apply For Tickets

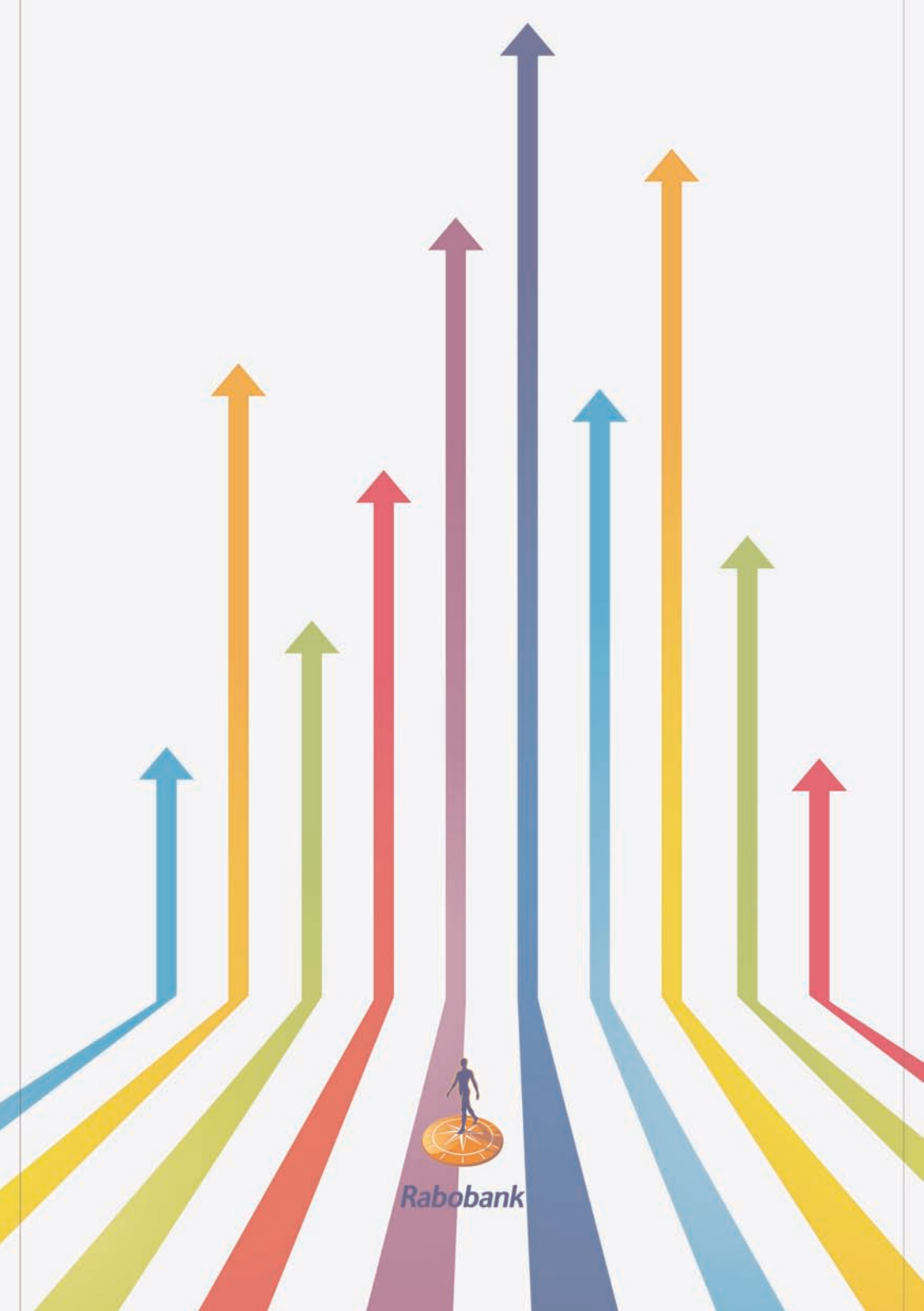
To apply for tickets, contact Colette O'Brien at 01 230 0322, or email conference@checkout.ie

The cost of the conference, to include lunch, is: €325 +VAT @ 21% (€393.25)

A 15% discount is applicable for bookings of five or more from the same company

A 20% discount is applicable to owners of symbol group stores

Payments must be received before January 14th. Seats only reserved upon payment received by Checkout Publications and availability confirmed. If the event sells out, bookings received after that point will be placed on a waiting list.



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