



# Evolving Commercial Relationships:

Collaborating For Growth

# Sponsorship brochure

Tuesday 15th October 2024

CodeNode, 10 South Place, London, EC2M 7EB



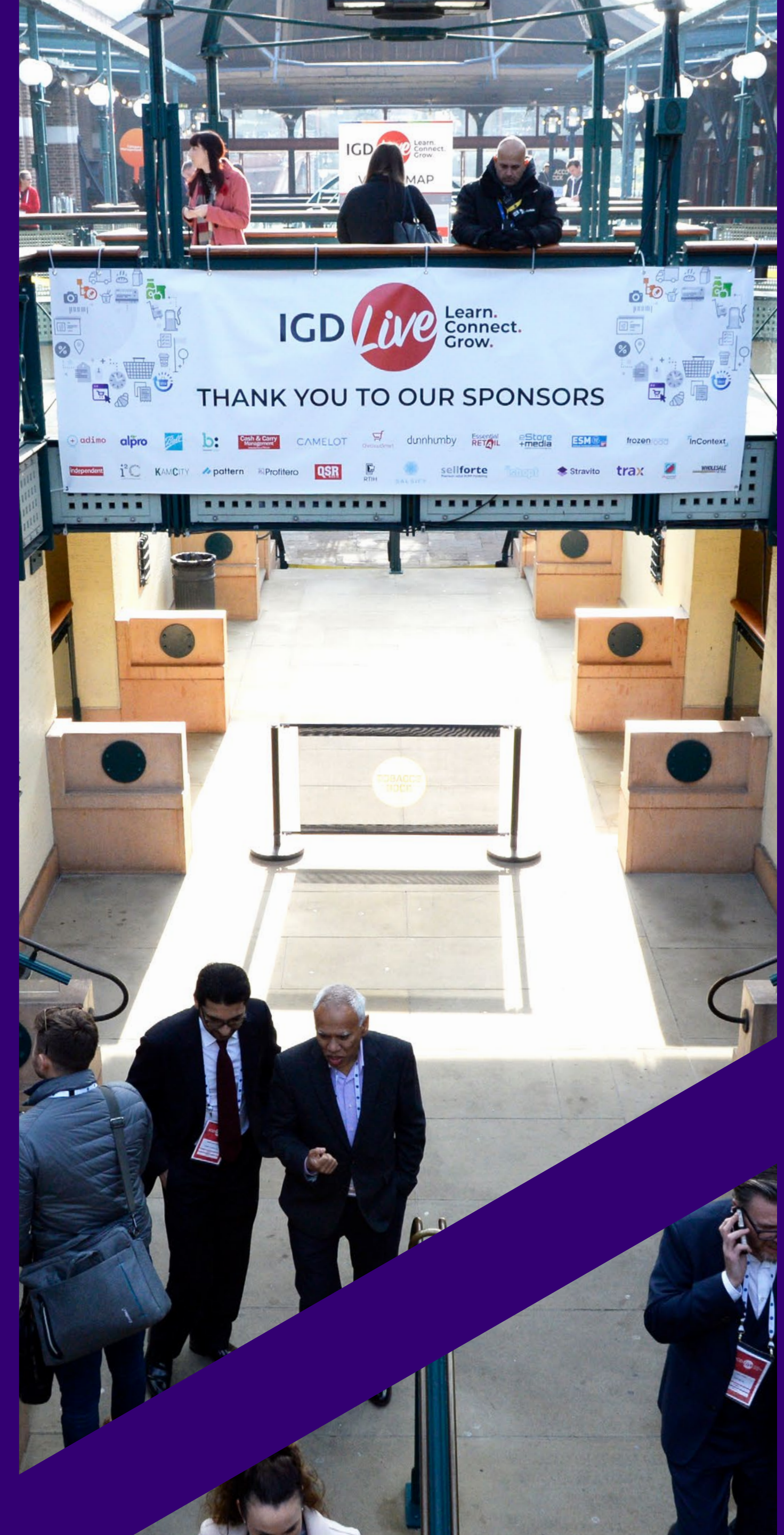


# Why partner with IGD

We are passionate about bringing to stage thought leadership, provoking conversations and inspiring insights that allow the best possible experience for both our delegates and our partner sponsors.

As an event partner we want to maximise your opportunities. Below are just some of the benefits you can expect to receive by coming on board:

- Connection with potential customers who have synergy with your brand and products
- Brand exposure to more than 250 delegate attendees
- Lead generation through data capture
- Marketing support that boosts your reach





# Who will join us

**At IGD, we play a vital role in convening and connecting the industry. Our events attract a wide range of suppliers and retailers from the FMCG landscape, ranging from supermarket chains to brand innovators and disruptors.**

At this event, we will be welcoming account managers in commercial roles, across food and consumer goods suppliers and retailers seeking to improve collaboration and find growth for their business.



# The agenda\*

**Morning**

**Registration and Welcome Refreshments**


**Welcome**  
**Chris Hayward** | Director of Commercial, IGD  
 Your IGD host, Chris Hayward, will open the day with his view on the evolving world of account management and why building collaborative relationships is so important for sustainable growth.

**IGD Market Context**  
**Rhian Thomas** | Head Insight UK, IGD  
 Delivering IGD's summary of the marketplace you are operating in. She will share her view of the factors driving the tactical and strategic challenges you face along with the shopper responses creating change.

**Unified Commerce**  
**Simon Miles** | Founder and CEO, Lighthouse Advisory  
 This session will be delivered by Simon Miles, expert in omni-channel retailing, Founder and CEO at Lighthouse Academy, and formerly at Coca Cola. Simon will explore the reality of trading in a global multi-channel environment and all the challenges that presents to building collaborative relationships with your retail partners.

**Refreshment Break**

**A Retailer's Perspective**  
**David Beardmore** | Impulse Director, Tesco  
 As we look to support you in creating truly collaborative business plans, we hear from David Beardmore, Category Director for Impulse at Tesco on what true collaboration looks like and the results created by trading team and supplier account teams working to bring all the key ingredients together.

 **The Retail Media Opportunity**  
 Hear from a retail media expert who will explore the changing landscape of retail media and how it informs business planning.

**The Value Equation**  
**Bryan Roberts** | Retail Futures Senior Partner, IGD  
 Latest thinking from IGD, brought to life by the laconic retail expert that is Bryan Roberts – this simple, effective matrix helps bring all the elements of what creates value together and how you can bring these key ingredients into your collaborative business plans.

**Lunch and Networking**

**Afternoon**

Choose from four breakout sessions, led by IGD analysts, supported by some of the biggest names in retail, and focused on the channels that matter to you.

**Big Shops**  
**Oliver Butterworth** | Senior Insight Analyst, IGD

**Discounters**  
**Lucy Bellotti** | Senior Insight Analyst, IGD      **Dan Butler** | Senior Insight Analyst, IGD

**Convenience**  
**Patrick Mitchell-Fox** | Insight Partner, IGD      **Trudy Hills** | Trading Director – Grocery, Spar      **Rachel Sibson** | Senior Insight Analyst, IGD

**Online**  
**Harriet Cohen** | Senior Insight Analyst, IGD      **Michaela Jay** | Insight Manager, IGD

**Framework to Succeed**  
**David Warren** | Director of Consulting, IGD  
 And finally, we will bring to stage a new leading-edge solution for creating joint business partnerships with retailers that IGD experts are piloting with a leading manufacturer and will be ready for you to takeaway and apply to the benefit of your business. Closing remarks and takeaways.

**Closing Remarks and Takeaways**  
**Chris Hayward** | Director of Commercial, IGD  
 Your Host, Chris Hayward, will provide some key takeaways from the day for you to share and implement when you return to your business.

**Event Close**



# The venue

**DATE:**

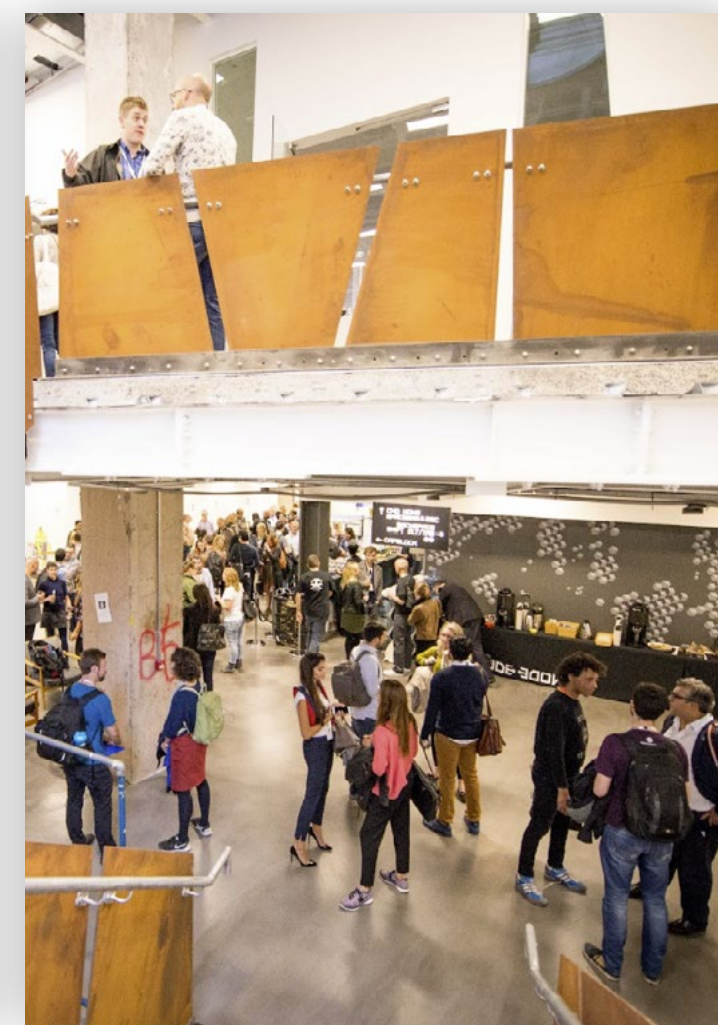
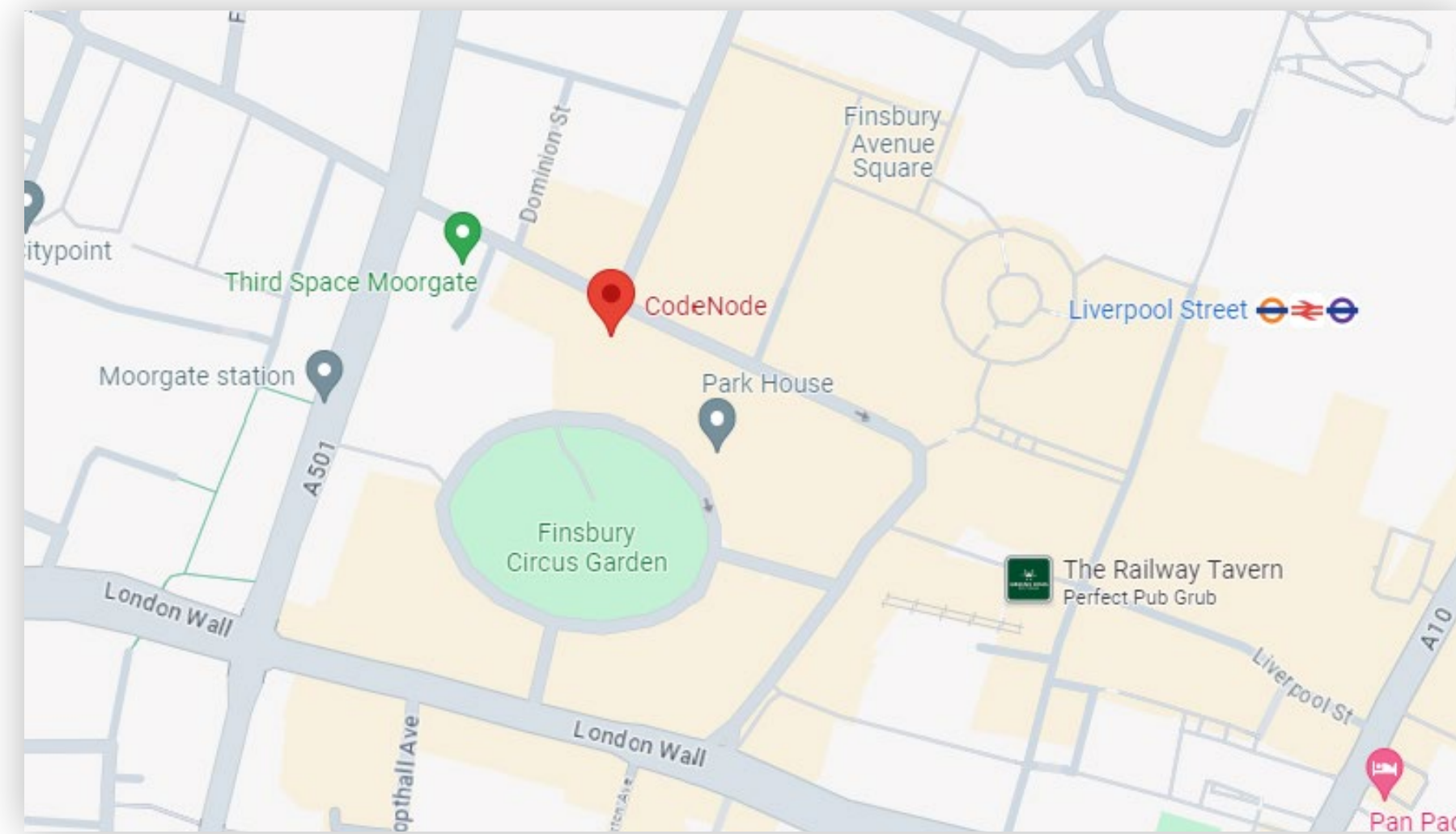
Tuesday 15th October 2024

**VENUE:**

CodeNode, 10 South Place, London, EC2M 7EB

**LOCATION:**

In the heart of the City of London, near Liverpool Street and Moorgate





# The speakers



**BRYAN ROBERTS** – Retail Futures Senior Partner | **IGD**

Bryan has been a retail analyst for nearly 30 years, working with some of the biggest grocery retailers and suppliers around the world to create better commercial outcomes. With a career including spells at Retail Intelligence, Mintel, Planet Retail, Kantar, TCC Global and Tesco, Bryan is now Senior Partner in Retail Futures at IGD where he continues to help retailers and brands succeed through insights and data.



**CHRIS HAYWARD** – Director of Commercial | **IGD**

Chris has over 20 years experience in FMCG Market Research. Chris regularly presents IGD market trends to Retailers, Manufacturers and Govt Bodies and is responsible for the day to day commercial offer from IGD. Chris started his career at Nielsen and spent 15 years working at Kantar Worldpanel and Millward Brown. Whilst at Kantar Chris was well known for offering insights for broadcast media, and has appeared on BBC, ITV, CH4, CH5, SKY as well as National Radio and Print. Chris brings a warm and informed style of chairing to IGD conferences and looks forward to ensuring your day is as informative as possible.



**DAN BUTLER** – Senior Insight Analyst | **IGD**

Dan started in grocery retail at the age of 15 and his career has mainly been focused on the industry, working for Co-op, Asda and most recently Waitrose where he specialised in profit protection, inventory management and retail operations. In just two years with IGD he has become a Senior Insight Analyst in the Global Insight Team, leading research into the German, Polish and Romanian markets. He also leads IGD's discount working group and is regularly called on to provide insight on the channel through presentations, retail safaris and bespoke reports.



**DAVID BEARDMORE** – Impulse Director | **Tesco**

David was appointed the Impulse Category Director in January 2022 after 2 years leading the Grocery category. Prior to that he spent 4 years in our Asia business as the Tesco Brand and Reset Director, transitioning to lead the Packaged Food Division in 2017, a role which he held for 3 years. In 2020 along with his family, David returned to the UK to lead the Grocery category during COVID. Prior to working at Tesco, David has worked in various categories within FMCG businesses Unilever, SC Johnson, and Premier Foods.



**DAVID WARREN** – Director of Consulting | **IGD**

David leads the IGD Consulting service, blending over 20 years experience in manufacturers through Commercial Leadership and Transformation roles, with more recent experience advising Companies on how to improve business performance through Strategy, Insight, Capability and Relationships. A passionate advocate for driving all aspects of the IGD value equation to enable retailers to deliver better shopper outcomes for their suppliers.



**HARRIET COHEN** – Senior Insight Analyst | **IGD**

Harriet has worked in grocery market research for over a decade, having previously worked for Tesco and Marks & Spencer. Harriet is responsible for IGD's research programme in Northern Europe, where she travels to regularly, engaging with leading grocery retailers and manufacturers to produce industry insight. Since working for IGD, Harriet has travelled to over 20 different markets and visited hundreds of stores. Harriet is also part of IGD's online working group, which produces insight on the global online grocery opportunity.

**Continued over the page >**



# The speakers



**LUCY BELLOTTI** – Senior Insight Analyst | IGD

Lucy is a Senior Insight Analyst and has been at IGD for five years, providing the latest insights on France, Spain, and Portugal. She regularly visits stores across Europe, analysing the latest market trends and leading retailers' strategic priorities. In addition, Lucy sits on IGD's discount working group, helping to grow IGD's discount research. Whilst also having a passion for sustainability, she regularly presents the latest sustainability developments for retailers and suppliers.



**MICHAELA JAY** – Insight Manager | IGD

Michaela has almost 10 years' experience in Insights and Market Research, having worked at Kantar Insights for most of her career, specialising in brand growth opportunities. After Kantar, she moved to a fine wine & spirits company as an Insights Manager, and for the last year has been an Insights Manager in the Global Insight Team at IGD. Michaela focuses on retailers' performance and strategies across global markets and leads IGD's research into the online retail channel.



**OLIVER BUTTERWORTH** – Senior Insight Analyst | IGD

Ollie has over 11 years' experience working in the grocery industry, predominantly within insight roles. He currently leads our research programme for the USA, regularly visiting the leading retailers and meeting FMCGs. Prior to that he managed the Latin America region, covering key markets including Brazil, Mexico, and Colombia. Prior to working at IGD, Ollie spent five years working for Tesco, most recently working in customer insight and competitor insight roles, so he also has a good grasp of the UK market.



**PATRICK MITCHELL-FOX** – Insight Partner | IGD

Patrick is one of the longest established members of IGD's UK insight team and over 25-plus years has developed wide ranging expertise across many aspects of FMCG trade channels. In particular, he leads IGD's research on convenience retailing and wholesaling in both retail and foodservice channels, producing outputs for IGD's Retail Analysis subscription service as well delivering consultancy projects. He is a frequent presenter and conference contributor on both IGD and other platforms.



**RACHEL SIBSON** – Senior Insight Analyst | IGD

Rachel has worked in IGD's Insight Team for 6 years, currently a part of the Global Insight Team. She provides insight on retail in northern Europe, as well as being involved in IGD's convenience channel research. Rachel regularly travels internationally, meeting retailers and manufacturers and visiting new concept stores, bringing examples of inspiration and best practice from around the world.



**RHIAN THOMAS** – Head of UK Insight | IGD

Rhian leads IGD'S continuous UK insight programme exploring shopper, retail developments and eating out. An experienced researcher with nearly 20 years of experience, Rhian regularly presents to audiences of different sizes on topics shaping the industry.



**SIMON MILES** – Founder & CEO | Lighthouse Advisory

Simon has been a recognized Digital leader for many years including working on the Walmart International business at Coca-Cola and leading all Digital development in GB when at Coca-Cola European Partners. He joined the Coca-Cola system in 2006 and has held a number of senior commercial roles including Category Planning, Shopper Marketing and Account Management. Prior to joining the Coca-Cola system Simon worked in a number of different Marketing roles in CPG, Tech & Sports and as a consultant across Europe and Asia.

# Exhibitor package



14 packages available.

This package includes:

- ▶ **A dedicated space for you to exhibit**  
(specifications will be advised on confirmation)
- ▶ **2 x complimentary tickets to the event**
- ▶ **20% discount on full ticket price for any additional colleague tickets**
- ▶ **Pre-event Marketing package to include:**
  - ▶ Your logo and 50 word company profile on IGD.com
  - ▶ IGD Assets to promote your attendance through your own comms channels

**£6,500 + VAT**

- ▶ Promotion via IGD's LinkedIn account (over 22,000 followers), IGD's media partners (over 20,000 subscribers) and IGD's newsletters (over 15,000 subscribers)








# We look forward to partnering with you

Contact **Abi**

Commercial Manager

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from IGD