



# The US Retail GROWTH M.A.P.

## KEY ACCOUNT AND RETAIL MEDIA PLANNING

Retail Cities’ CPG Business Networking and Strategic Planning Event, Where Commerce Teams Come to Predict, Chart and Capture Growth.

**Who’s Attending?** Retail Cities’ Members – leaders in CPG retail planning – plus event sponsors and Subject Matter Experts on Key Topics

**Why Attend?** To fine tune 2025 plans, get a head start on 2026 commercial mapping and provide fuel for the essential 3-5 year strategic planning brands and retailers need to leverage this new growth map!

Though growth feels hard to come by, between now and 2030 US Retail will grow by USD\$3 trillion. This is an unprecedented opportunity for both retailers and suppliers to capture as new rules are being written and old playbooks abandoned. The challenge for most brands is that these growth opportunities are coming from uncomfortable places that are difficult to align against specific customer growth plans. For retailers the challenge is that households are behaving unpredictably when it comes to their priorities, value definitions and shopping habits that have all been thrown into confusion due to COVID, inflation and the rise of different commerce models. This session will prepare commerce teams to navigate this new landscape and win.

The Agenda Includes:

- **M. Macro. Where is growth coming from?** Retail Cities with SME partners will share their views on the pockets of retail, consumer and tech/platform growth that are shaping the next \$3 trillion of US market opportunity.
- **A. Alignment. What are the new skills required to lead customers and outperform competitors?** In this segment we will explore AI and transformational technology, the evolving job description of Sales/business leaders, the next generation of shopper data, and new retailer economics.
- **P. Planning. How do you connect dots in Joint Business Planning in age where there’s more plans and more stakeholders than ever before?**

### WHAT?

One and a half day in-person workshop

### WHERE?

The Virgin Hotel Downtown Chicago



### WHEN?

November 20, 2024 (Full Day)  
November 21, 2024 (Morning Session)



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# The Schedule

Wednesday Morning, November 20th, 2024

7:30-8:30AM Early Bird Buffet Breakfast

## M. MACRO

8:30-9:30 Keynote Presentation by **BRYAN Gildenberg**, Managing Director Retail Cities Americas

**"The Next 3 Trillion Challenge"** – ways that the US macro retail landscape will be different in the years ahead and what this means for key account strategies in the upcoming joint business planning cycle.

9:30-12:30. Presentations from Subject Matter Experts on the changes taking place in the US from capturing new growth pockets, to our custom study on Gen Z shoppers, the growing Urban retail opportunity, and how the US is, in many ways, best thought of as an emerging market from a growth perspective.

Wednesday Afternoon, November 20th, 2024

12:30-1:30PM Networking Lunch Buffet

## A. ALIGNMENT

1:30-2:30PM Keynote Presentation by **BRYAN Gildenberg**, Managing Director Retail Cities Americas

**"The Rise Of Contextual Commerce And Holistic Customer Alignment"** – a more complex retail environment requires a more comprehensive approach to 2:30-5:00. Presentations from Subject Matter Experts on the tools required for success including AI-driven business transformation, harnessing more diverse and comprehensive insights and measures, a deeper look at the new retailer economics and what that means for supplier negotiations, and case studies on how connected strategies – consumer to shopper to retailer – are changing how and where decisions are made.

5:00PM Cocktails on the roofdeck

Thursday Morning, November 21st, 2024

7:30-8:30AM Sleepy-Eyed Buffet Breakfast

## P. PLANNING

8:30-9:30 Keynote Presentation by **BRYAN Gildenberg**, Managing Director Retail Cities Americas

**"Shelf-Help, Promotional Rescue and Double-Jointed Planning"** – the ways that leading suppliers are engaging retailers now that Retail Media budgeting is scaled and more than just about Amazon and Walmart.

9:30-12:30. Presentations from Subject Matter Experts on the changes taking place in the US on best-in-class retail media planning, customer segmentation and resource alignment, best-in-class spend managements, and "Shelf-Help"- transforming your strategy through dynamic assortment planning and revenue growth management.

12:30 Sandwiches, salads and departures

## About Retail Cities North America Workshop Series

Retail Cities North America works with a diverse network of retail experts and corporate sponsors. Our workshops are both virtual and live and designed to cater to our member companies' needs. In 2024/25, we will deliver three distinct series – **"M.A.P. Macro-Alignment-Planning"** designed and delivered by Bryan Gildenberg, Managing Director Retail Cities Americas; C-Store Commercial Excellence Workshops, and Global Value/Dollar Channel.

### About **BRYAN Gildenberg**

Bryan is Retail Cities' Managing Director for the Americas. In this role, Bryan oversees the themes and topics which Retail Cities develops to answer questions posed by CPG companies looking to grow more than fair share in the USA in a challenging environment. Bryan regularly posts insights on hot topics via his podcasts and in speaking and advisory engagements across the USA and Rest of World.



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