



Presents



Canada 101 Understanding Target's Next Market

University of St. Thomas
Thornton Auditorium
Minneapolis, MN
November 10th, 2011
08:30 AM - 12:00 PM

Canada 101 - Half Day Workshop

Target's entry into Canada in 2013 will be the most significant development the Canadian retail market has ever seen and as a result existing Target suppliers and those seeking to establish a relationship will be presented with a fantastic opportunity to dramatically grow sales. However, capitalizing on this emerging opportunity will require a thorough understanding of the unique and dynamic Canadian marketplace which differs materially from the United States.

That's why RetailingToday.com partnered with Canada's leading CPG training and development firm, Sales is not Simple and founder Jeff Doucette, to create Canada 101. This intensive half day seminar will equip Target suppliers with the information they need now to begin positioning themselves for future success. Attendees will come away from this event with a deeper understanding and actionable information in the following areas:

- How expansion into Canada fits with Target's long-term plan to achieve sales of \$100 billion and double earnings to \$8 a share.
- The competitive climate in Canada, the Walmart factor and the retail landscape.
- Target Canada's go-to-market strategy, the players involved and prospects for success.
- Shopper insights – what suppliers need to know about consumption behaviors, demographic trends and shopping patterns.
- The regulatory climate and the top ten pitfalls to avoid.
- Key supply chain considerations.

Suppliers who invest the time now to gain an understanding of the unique Canadian marketplace will enhance their value as a Target trading partner and position themselves to share in the growth that will result from the company's planned opening of 150 stores beginning in 2013.

Space is limited. Register Today at www.salesisnotsimple.com

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Canada 101 - Understanding Target's Next Market

Your Facilitators:



Jeff Doucette is a founder of the training and strategic consulting firm Sales Is Not Simple. He is a native Canadian and veteran of the country's consumer packaged goods industry who has held key leadership roles with Unilever and L'Oreal and worked with most of Canada's leading retailers. While at Unilever, Jeff led key account management and trade marketing efforts and during his tenure at L'Oreal was responsible for shopper marketing efforts in Canada and also served as global sales training director in Paris. Jeff's background affords him a unique perspective on the marketplace and prompted him to found Sales Is Not Simple in 2007. The Calgary-based organization is devoted to helping retailers and CPG companies grow sales more profitably and its client roster includes firms such as Loblaw, Coca Cola, Reckitt Benckiser, Diageo and L'Oreal. Jeff received a bachelor of commerce degree from Canada's Dalhousie University in 1997.



Skip Stoelzing is a former Target executive whose unique perspective on the company stems from a 13 year career in which he held a variety of roles in Target's merchandising and stores organizations. After joining Target in 1993 as a business analyst, he also served as a recruiter, merchandise planner and buyer. Skip also spent five years on the front lines as a store manager in the Twin Cities. More recently, he has worked closely with Target as an executive with Griffin International, a manufacturer and marketer of consumer goods, and as head of the Northstar Partnering Groups Minneapolis office. Skip has a degree in marketing from the University of Arkansas.



Mike Troy serves as editor of RetailingToday.com, Connecting Northwest Arkansas and Retailing Today's other electronic products and periodic special reports. A career journalist and communicator, Mike has spent the past two decades involved in and covering all aspects of the retail industry. He's interviewed thousands of retail executives and their supplier counterparts, spent time in all trade channels in the U.S. and overseas, conducted store tours and spoken to groups large and small about issues and trends affecting the retail industry. Mike's experience, insight and candor lend a unique perspective to all of Retailing Today's products. He is a native of Iowa and received a Bachelor of Science degree in journalism and international studies from Iowa State University in 1984.

Event Pricing: \$499.00 (includes continental breakfast and coffee break)

*** Terms & Conditions**

Prices are in US dollars and exclusive of applicable taxes. Space is reserved once full payment is received by Sales Is Not Simple. Registration is final and no refunds will be provided in case of cancellation by the participant. Events are subject to cancellation by organizers in which case a full refund will be issued.