
ECR EUROPE CONFERENCE & MARKETPLACE 2011 – BRUSSELS

CALL FOR PROPOSALS

Dear ECR Partner,

Thank you for downloading the 'Call for Proposals' documents for the ECR Europe Conference & Marketplace that will be held on 5-6 April 2011 in Brussels, Belgium. In this document, you will find some useful information on the different session types and related subject matter that will be on offer in Brussels, and on the process of submission evaluation.

1. CONFERENCE THEME

After the toughest economic conditions in living memory, the question for Europe's consumer goods industry is simple: where do we go from here?

As manufacturers and retailers fight for market share and try to stay one step ahead in the battle for the consumer's affections, the ECR Europe Conference & Marketplace returns next spring to examine the burning issues.

How is our industry adapting to change? What trends are emerging? What lessons can we learn from the rest of the world? What are the key issues that ECR Europe is addressing to help manufacturers and retailers deliver the products and services the consumer/shopper wants? How are we responding to evolving drivers of consumer/shopper value?

The theme for the 2011 ECR Europe Conference & Marketplace: ***Meeting the future together.***

2. SESSION TYPES

Brussels will offer the following session types:

- **Plenary sessions** cover high level, strategic topics presented by top-level speakers. These sessions take place in the main conference hall. We intend to have three plenary sessions of 90 to 105 minutes in Brussels, covering different aspects of the Conference theme.
- **Breakout sessions** deal with tactical, focused topics. They present the latest developments in areas such as collaboration, research, technologies and standards, and share best practice examples and real-life case studies. There will be four breakout blocks of 75 to 105 minutes in Brussels. In each block, up to four breakout sessions run in parallel.

There will be plenty of room for innovative ideas that give pride of place to consumers, the younger generation and out-of-the box thinking.

3. BREAKOUT SESSION SUBJECTS

The chart below represents the ECR Europe key focus areas for the coming years and should provide you with a framework for the types of breakout topics we are mostly looking for.



To better understand the overall Conference content, please find below the draft programme for the plenary sessions:

Plenary 1 – Preparing for our future

- Current state of our industry and future challenges
- The empowered consumer
- Discounters
- Format differentiation

Plenary 2 – Together in Europe

- ECR Europe Consumer/Shopper workstream
- ECR Europe Supply Chain workstream
- ECR Europe Business Information workstream
- ECR Europe ICI

Plenary 3 – Meeting the world

- What can Europe learn from the far east market evolution?
- Challenges from the World Economic Forum
- The global view – implications for Europe

4. SUBMISSION ENTRY AND EVALUATION

If you would like to propose a topic for a breakout session you are invited to use the attached submission form and send it back by fax or e-mail **before Friday 24 September 2010**.

Submissions received after this date will still be considered, but please be aware that other submissions on a similar topic might already have been retained.

Please be **as clear and detailed as possible** in the description of your proposed topic: your submission will be read by people who are not necessarily experts in your subject. You can attach to this form up to 10 pages of any material you think useful in clarifying your submission.



On September 29th all submissions will be evaluated by the Conference Group (representatives of retailers, manufacturers, ECR National Initiatives). You will be informed by mid October if your submission has been earmarked as potential content for a breakout session. The session facilitator will then look into each submission in more detail and construct the best possible session based on the material available.

We are looking forward to receiving your ideas for an exciting 2011 ECR Europe Conference & Marketplace.

Kind regards,

Pascal Magnus

ECR Europe Conference content manager

Avenue des Gaulois 9

1040 Brussels

Belgium

Tel +32 16 650 729 Mob +32 498 106 103 Email pascal.magnus@ecreurope.com