



April 30 - May 2, 2017
Paradise Point
Resort & Spa
San Diego, CA



CALL FOR SPEAKERS/PRESENTATIONS
2017 Trading Partner Alliance (FMI/GMA) Supply Chain Conference
Submit Proposals to the [Supply Chain Conference Abstract Scorecard](#)
SUBMISSION DEADLINE: June 24, 2016

The Trading Partner Alliance (FMI/GMA) Supply Chain Conference Planning Committee is pleased to send out this call for educational content proposals. FMI and GMA's combined leadership in this area has produced the premier supply chain conference event for the food and consumer products industry, bringing together retailers, manufacturers, and technology solutions providers to learn, network and seek common solutions.

The Trading Partner Alliance is dedicated to providing conference attendees with the most relevant and valuable educational experience and we invite you to share your expertise and experience with supply chain professionals at our 2017 Supply Chain Conference. Please review these guidelines and submit your proposal no later than **June 24, 2016**. Presenters are requested to craft a proposal that demonstrates a clear plan to disseminate information that is interesting, exciting, unique and memorable.

AUDIENCE PROFILE

Supply Chain Executives from

- CPG Manufacturers and Suppliers in all functions E2E.
- Retailers and Wholesalers spanning multiple distribution channels (grocery, mass, drug, club, value and digital commerce) representing companies of all sizes.
- Fresh Food Manufacturers and Wholesalers.
- Executives in strategic and related roles such as General Management, Marketing Strategy & Planning, Business Development and Talent Management.
- [View 2016 Supply Chain Conference Attendees.](#)

Attendees are experienced and knowledgeable in the supply chain management and operations field. They expect educational opportunities that provide cutting edge ideas, current information and the highest level of expertise. Attendees are looking for practical, take-home guidance to help them formulate, implement and incorporate supply chain solutions from the ground up, reduce waste in the supply chain, and engage with trading partners and consumers in new and innovative ways. The conference focuses on transformational cross-functional strategies and technologies that are enabling productivity and require new processes. Presentations should be more practically-oriented and interactive, rather than theory-heavy.

Audience size for general sessions is around 500 people and 40 on average for breakout sessions.

For an overview of the **2016** Supply Chain Conference program, visit the [conference website](#).

BENEFITS

The following benefits will be enjoyed by all speakers:

- Increased visibility and credibility as a subject matter expert within the supply chain field
- The opportunity to share ideas, knowledge and experience with supply chain professionals
- Promotion in conference marketing materials
- Contribution to furthering education in the retail and manufacturing industry

Note: speakers do not receive complimentary registration, additional remuneration, expense reimbursement beyond these benefits. If you invite other speakers to join your session you must inform them of the above.

STRATEGIC AREAS OF FOCUS

Groundbreaking research, best practices, emerging trends and technologies in the following suggested strategic areas of interest, as identified by the conference planning committee are:

- Transformational technologies that are enabling productivity and require new consumer-focused and innovative Supply Chain process improvements.
- Omni-Channel strategy & implications on meeting the consumer needs beyond the shelf.
- Supply Chain Optimization to provide products to the consumer where and when they expect them at the best cost and profit possible.
- On Shelf Availability.
- Distribution / Transportation / Warehousing.
- Supply Chain Talent Strategy to attract and retain talents and meet the Retail industry needs in a world where multiple industries, sometime perceived as more glamorous, compete for the same individuals.
- Product Life Cycle to include product and packaging innovation, unsaleables, reverse logistics, code dating, food waste and hazardous waste.
- Fresh Distribution Trends, Opportunities and Challenges.
- Private Brands Supply Chain Impact.
- Regulatory & Compliance.

The Supply Chain Conference will include 5 general sessions, 25 breakout sessions, ranging from 45 to 60 minutes in duration. The breakout sessions will be organized in five or six content tracks.

SESSION FORMATTING

In response to attendee feedback over the past several years, speakers will be asked to design their presentations to fit into one of the following categories, in order to promote a more engaging, interactive and dynamic learning environment:

1. **Challenge Sessions** – The audience will brainstorm solutions to a challenge presented to them by the speaker, allowing time for discussion and interaction.
(Suggested session timing: 20 minutes for introduction/presentation, 20 minutes to work in groups, 15 minutes to report back group solutions, 5 minutes for wrap-up)
2. **Story Sessions** - Speakers will be asked to share authentic experiences from their supply chain stories, including challenges, successes, and aspirations. Retailer / manufacturer case studies that sought marked improvement to shared supply chain issues are deemed highly valuable. Speakers are expected to identify which specific Manufacturer and Retailer they plan to present the session with at the time of the proposal submission.
(Suggested session timing: 45 minutes for presentation, 15 minutes for Q&A)
3. **Technology Sessions** – Discussing current technology that is redefining the industry, with an eye towards what is on the horizon.
(Suggested session timing: 45 minutes for presentation, 15 minutes for Q&A)
4. **Creative Sessions** - Discussing a theme or research question from an out-of-the-box perspective.
(Suggested session timing: 45 minutes for presentation, 15 minutes for Q&A)

SELECTION CRITERIA

Submission does not guarantee session placement. Preference will be given to proposals that are in alignment with one or more of the strategic areas of focus listed above, their appeal to a broad audience of retailer and manufacturer supply chain executives, and general relevance to driving the efficiency of supply chain operations in the CPG and retail sectors. Preference will also be given to unique proposals that otherwise conform to the session formatting outlined above and/or feature compelling speakers or panelists. Only presentations offering a vendor-neutral session will be considered. Scheduling for general sessions and break-out sessions will be at the discretion of the committee and association staff.

Speakers will be vetted by the member(s) of the Planning Committee and industry staff lead. For sessions including several presenters, the proposal will be expected to provide specific names of the companies and individuals title they can secure participation from.

SPEAKER RESPONSIBILITIES

All speakers are required to make their presentation drafts available to FMI/GMA 60 days prior to the conference so that the planning committee track team can review and consider/incorporate any subsequent feedback received, all in the interest of improving the ROI of the session for the participants and thereby possibly increasing the speaker's session score.

The final presentation will be due to FMI/GMA no later than 14 days prior to conference so that the material can be reviewed, approved and posted to the FMI/GMA Supply Chain Conference website and mobile app.

Speakers will be required to log in to the online speaker management system (Conference Harvester™) to complete a series of tasks prior to the deadline. Such tasks include uploading a photo and biography, completing a speaker profile, reviewing the session description, and signing a speaker policy agreement.

SESSION REVIEW, SELECTION AND NOTIFICATION PROCESS

- Proposals must be submitted by **June 24, 2016** using the online Abstract Scorecard™ System at: [2017 TPA Supply Chain Conference Abstract Scorecard](#)
- Proposal must include:
 - Full contact details including phone and email address
 - Full information on additional presenters
 - Proposals should be no more than two paragraphs in length
 - Include three learning objectives that finish the phrase, “upon completion, participants (both retailers and manufacturers) will be able to...”
 - Intended audience-level in your proposal
- Proposals will be reviewed by a selection committee members and FMI/GMA staff and will be selected according the following core criteria:
 - Timeliness and appropriateness of subject matter
 - Practical application
 - Content that meets the advanced educational needs of attendees
 - Originality (cutting-edge content not previously presented)
 - Qualifications and expertise of presenter(s)
 - Comprehensiveness and value of presentation learning objectives
 - Organization of presentations
 - Correct submission of supporting documents and information
 - Commitment to secure specific names of companies or individuals to co-present
- FMI/GMA reserves the right to request/make modifications of content prior to acceptance
- Since the actual date and time of the session cannot be provided in advance, please make sure that the speaker(s) is available for the duration of the conference dates.
- *FMI and/or GMA staff will work to notify you of your proposal's status within 7 weeks of receipt.*

- Should your session be accepted, a TPA Committee Member and/or the FMI/GMA staff will contact you to confirm session date and time, logistics and confirmed speakers.

ACCEPTANCE

- Once a proposal is accepted, the conference program manager will contact you and provide you with:
 - A written speaker confirmation letter
 - A set of speaker guidelines
 - A presentation slide template
 - Log in details to the Conference Harvester™, the online speaker data management system used by FMI/GMA. You will be given a personalized task list based on your presentation with a deadline for each task. You may also use the Conference Harvester™ to update your profile and upload a photograph and biography.

NOTE: FMI/GMA does not provide payment for selected session presenters, including honorarium, travel/hotel reimbursement or complimentary registration to the conference. All presenters are expected to register for the conference at the appropriate registration rate.

QUESTIONS

If you have any questions, please don't hesitate to contact Daniel Triot at 202-295-3952 / dtriot@gmaonline.org or Jordan Pietrak at 202.220.0713 / jpietrak@fmi.org

Questions regarding sponsorship, exhibiting or the Sponsor Tools and Resources strategic area of focus should be forwarded to Jonathan Downey at 202-295-3945 / jdowney@gmaonline.org