

Checkout Conference 2016

Think. Learn. Evolve...

The Round Room, The Mansion House, Dublin 2
Tuesday 2 February 2016



Checkout Conference 2016



About The Event

The **2016 Checkout Conference** takes place in **The Round Room of Dublin's Mansion House** on **Tuesday 2nd February 2016**, from 9am until approximately 4pm. The Checkout Conference is the longest-running dedicated conference for the grocery retail and FMCG industries in Ireland.

About The Theme

The theme of the **2016 Checkout Conference** is **'Think. Learn. Evolve...'**

The focus for the event will centre on how brands and retailers alike need to 'evolve' to a new way of thinking, in keeping with changed socio-economic circumstances. We may be out of the downturn, but some of the key factors that influenced shopper behaviour remain (obsession with value, the rise of the discounters, and the growth of private label).

Where is the added value going to come from, and how can brand owners position themselves for the consumer need states of the future? The **2016 Checkout Conference** will examine the opportunities open to businesses as we look ahead to the challenges of a new financial year.

About The Checkout Conference

The Checkout Conference is considered a 'must-attend' event for top-level executives in the trade, both due to the high calibre of speakers and its

status as a premium networking opportunity. Prominent speakers that have addressed the Checkout Conference in recent years include Fiona Dawson, President, Mars Chocolate UK; Caroline Keeling, chief executive, Keelings; Dieter Brandes, former MD, Aldi Nord; Bruce Langlands, director of food, Harrods; Chris Martin, CEO, Musgrave Group; Gordon Campbell, Managing Director, Spar International; Leo Daley, chief executive, Saatchi & Saatchi UK; Joanne Denney-Finch, chief executive, IGD; Anna Malmhake, chief executive, Irish Distillers Pernod Ricard and many other leading representatives from retail and FMCG.

A video review of the 2014 event can be found by visiting tinyurl.com/CKCONF14

About Checkout Magazine

The most influential publication for the grocery retail and FMCG sector in Ireland, Checkout has been in operation for close to 40 years, during which time it has established itself as the premier source of news, information, market data and insight into the Irish retail grocery sector. In December 2014, Checkout was awarded the title of Best Business to Business Magazine (More Than 5,000 Circulation) at the Irish Magazine Awards, reflecting its status as one of the country's leading business titles.

Checkout, along with its website, www.checkout.ie and newly launched Checkout News app (available for iPhone and Android smartphones) is part of a publishing group which includes the leading pan-European retail magazine, ESM - The European Supermarket Magazine, Hospitality Ireland and the weekly Retail Intelligence newsletter.

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Speakers Confirmed To Date



Tom Fender, Director, him! international

Tom Fender is a Director and co-founder of him! international. Tom co-owned and co-ran him! research & consulting in the UK between 2001 and 2014, which became 'the authority' on convenience shoppers and shopping. Recognising the need for shopper insights in convenience / proximity retailing around the world, Tom launched him! international with Neil Turton in early 2015. Outside of work, Tom loves sport (running, skiing, cycling), travel (is often known as 'Travel Agent Fender'), food and doing mad things for charity (parachute jumps, long distance bike rides, has run 11 marathons for different charities). Tom regularly speaks at industry conferences in the UK and abroad.



Maggie Timoney, Managing Director, Heineken Ireland

Maggie Timoney has held the role of Managing Director Heineken Ireland since 2013. A fifteen year veteran of Heineken, Maggie previously served as Chief People Officer at Heineken USA (since 2010), during a period that saw a significant turnaround in its business. In her prior role as General Manager of Heineken Canada (2006-2010), she drove substantial growth of the Heineken brand, resulting in Canada becoming one of the brand's top ten markets in the world. Maggie previously fulfilled a range of leadership roles for Heineken in the Netherlands (2001-2006) and in the US where she commenced her career in 1998 as National Sales Planning Manager. Maggie joined Heineken from Sound Distributing, an Anheuser-Busch wholesaler, where she was Vice President of Sales.



John Callan, Country Manager, dunnhumby

John Callan joined dunnhumby in 2008, heading up the group's Client Management business in Ireland. Since then, he has successfully set up the Tesco media @ dunnhumby platform, as well as launching numerous new insight solutions and capabilities in the market. John has been Country Manager for the Irish business since 2013. Throughout his time, he has successfully implemented a customer-first approach with Tesco and manufacturers, grown the team, established a new office and grown the dunnhumby business year-on-year.



Philip Benton, Research Analyst, Euromonitor International

Philip Benton is a Research Analyst covering the UK and Ireland FMCG markets at Euromonitor International. Philip joined Euromonitor in June 2013 and is responsible for monitoring key industry trends and issues within the UK. He also writes comment pieces, reports and analysis, which provide detailed insight into key drivers, trends and the state of FMCG industries within the UK. Before joining Euromonitor International, Philip worked as a conference producer at Marcus Evans, where he was responsible for researching and managing a global portfolio of capital markets events. At the 2016 Checkout Conference, Philip will be using Euromonitor data to analyse the trends of 2016 and how they will project forward to 2020.



Julian Baldwin, Sales Effectiveness Director, Nielsen UK & Ireland

Julian Baldwin has worked with Nielsen since 2010, previously leading Client Service and Business Development, launching new products for category and sales teams at Nielsen clients and building innovative partnerships with third parties to help clients grow. As Sales Effectiveness Director for Nielsen UK & Ireland, Julian leads teams of experts to help manufacturers and retailers convert shoppers into spenders. Prior to Nielsen, Julian spent three years as Commercial Director at Synovate, where he worked with convenience retailers to create new deliverables to improve ways of working for sales and marketers in the convenience channel.

Further speakers and ticket details to be announced shortly, see www.checkout.ie for more information

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