1WorldSync Annual User Group

JUNE 18, 2019 | DENVER, CO

Reach New Heights With Trusted Product Content

9:00 AM – 9:15 AM

WELCOME
Karin Borchert, *Chief Executive Officer, 1WorldSync*

Karin Borchert, CEO of 1WorldSync, kicks off the 2019 Annual User Group as she welcomes all attendees, discusses hot topics on the agenda, and highlights our dynamic speakers.

9:15 AM – 10:00 AM

SESSION 01
Keynote: From Consumer to Prosumer: Perspectives & Predictions

Jon Wuebben, *Founder & CEO, Content Launch*

Author of *Future Marketing: Winning in the Prosumer Age*, Jon Wuebben speaks to today's consumer behavior traits and characteristics and the importance of consumer trust and brand loyalty.

10:00 AM – 10:45 AM

SESSION 02
Panel: The Search For The Golden Product Content Record

Moderator: John Kocher, *Senior Director, Business Development, 1WorldSync*
Mark Quertinmont, *Director, Corp Data Integrity, Kroger Co.*
Gina Tomassi, *Director, Customer Supply Chain & Logistics, PepsiCo, Inc.*
David Vega, *Sr. Manager, Product Information Management (PIM), General Mills*
Adam Baliban, *Digital Data Analyst, Unilever*

Today's consumers demand complete, authentic, brand verified product content. High quality product content is the foundation of a great customer experience that delights customers and drives conversion. However, it is challenging to create, manage, enrich and share all of your product content from a single platform to all digital and in-store channels. Most suppliers have multiple systems that house product content for individual departments. Additionally, product content requirements can change quickly. Recipients also penalize suppliers that are not providing high quality data. Join us for an engaging panel discussion and learn about:

- ▶ Why innacurate product content costs your organization more than you think
- ▶ How bridging supply chain and marketing product content can be challenging due to fragmented solutions and disconnected requirements
- ▶ Digitizing content enablement via a single solution that enables the delivery of accurate and complete product content to your trading partners
- ▶ How you can achieve the golden product content record with solutions ranging from Content Capture & Enrichment to Syndication to Insights and so much more

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10:45 AM – 11:30 AM

Breakout Session #1
Glean creative insights and actively engage in peer-led topic breakout groups that cover every aspect of product content management including:

- ▶ Image Requirements and Sharing

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11:30 AM –
11:55 AM

SESSION 03
Case Study #1: Cheers to Trusted Product Content

Adrienne Williams, *Project Manager, Global Master Data Management, Beam Suntory*

Trends in the beer, wine and spirits industry today reflect a new customer demographic characterized by health-conscious and ethical purchasing decisions, preferences for variety and innovation, and a thirst for complete product content. Join us for a unique presentation with Beam Suntory where we take the perfect pour into:

- ► Challenges faced with overcoming traditional approaches to sharing product information within the Beer, Wine and Spirits industry
- ► How their organization responds with high quality ingredients, new flavor options and ramped up efforts to make more robust product information available
- ► How 1WorldSync improves data sharing across their supply chain and enhances the quantity and quality of product information

11:55 AM –
12:15 PM

SESSION 04
Case Study #2: Four Keys to Unlocking Content Quality
Regan Van Tassel, *Enterprise Platform Manager, Ecolab*

Consumers expect rich and credible product content on all channels: desktop to mobile. Businesses today face a mountain of data – one that grows taller and more formidable every day. Climbing that mountain can be an overwhelming task, yet the view from the top is worth it. 1WorldSync understands that no matter where you conduct business, reliable content and data quality are essential. Begin your content quality journey with 1WorldSync! Join us for a riveting presentation where we will take a deep dive into:

- ► What is the cost of incomplete product content to your business
- ► The four keys to unlocking content quality which comprise of data validation, data matching, data governance and data stewardship
- ► How Ecolab, a global leader in providing water, hygiene & energy technologies, began their content quality journey with 1WorldSync

12:15 PM –
1:15 PM

LUNCH
Grab some lunch and network with forward-thinking leaders from the biggest and brightest organizations.

1:15 PM –
1:40 PM

SESSION 05
Case Study #3: Global Branded Food Product Database Insights

Dr. Pamela Starke-Reed, *Deputy Administrator, Nutrition, Food Safety and Quality, United States Department of Agriculture (USDA)*

With the goal of strengthening public health and sharing food composition data, the USDA joined hands with several entities including but not limited to GS1 US, 1WorldSync, and The University of Maryland. In late 2016, the Global Branded Foods Database was born. Join us for an informative presentation with the USDA where you will learn how:

- ► This expansive nutrition database provides transparency on the go while shopping or dining out and assists health professionals identifying foods and portion sizes for food allergies, diabetes and other conditions
- ► A historical record of branded and private label foods enables comparisons of current and past consumption
- ► 1WorldSync is committed to helping suppliers leverage their investment in data synchronization to provide precise content to the Global Branded Foods Database and provide supply chain transparency

1:40 PM – **2:00 PM**	**SESSION 06** **Case Study #4: Get Your Products Onto Walmart's Digital Shelf** Tracy Scott, *Director of Walmart Business Solutions - Item File, Walmart Inc.* With 110 million unique visitors a month worldwide, Walmart is now the second largest third-party marketplace in the USA. Are you prepared to tap into Walmart's incredible eCommerce growth? Dependable product content is imperative for driving conversions and accelerating traffic. Whether you have a single item or hundreds of items, 1WorldSync will help you share information with Walmart in a simple and seamless manner. Join us for a compelling presentation with Walmart where we learn about their: ▶ Store Assortment Online (SAO) initiative whereby suppliers are required to provide online product content whether sold online or in-store to meet consumer requirements ▶ Commitment to win the omni-channel shopper and create a seamless shopping experience where online and in-store mirror each other ▶ Long-standing partnership with 1WorldSync which enables suppliers to get their products to Walmart.com
2:00 PM – **2:45 PM**	**Breakout Session #2** Gain creative insights and actively engage in peer-led topic breakout groups that cover every aspect of product content management including: ▶ Leveraging Content
2:45 PM – **3:00 PM**	**Networking Break** Sponsored by EnterWorks
3:00 PM – **3:45 PM**	**SESSION 07** **1WorldSync Product Roadmap** Randal Mercer, *Vice President of Global Product Management, 1WorldSync* 1WorldSync is dedicated to providing you with world-class products and services that solve the challenges of maintaining, organizing, distributing and exposing your product content among your trading partners and consumers. Join us as we take a deeper look into what new and exciting solutions and capabilities we are working on to improve your 1WorldSync experience. ▶ Directly engage with established 1WorldSync product experts and answer your questions ▶ Review the upcoming functionalities based on the 1WorldSync roadmap
3:45 PM – **4:00 PM**	**CLOSING REMARKS** Karin Borchert, *Chief Executive Officer, 1WorldSync*
7:00 PM – **10:00 PM**	**1WorldSync Power of 1 Networking Reception** Blue Moon Brewery

Schedule is subject to change.

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