

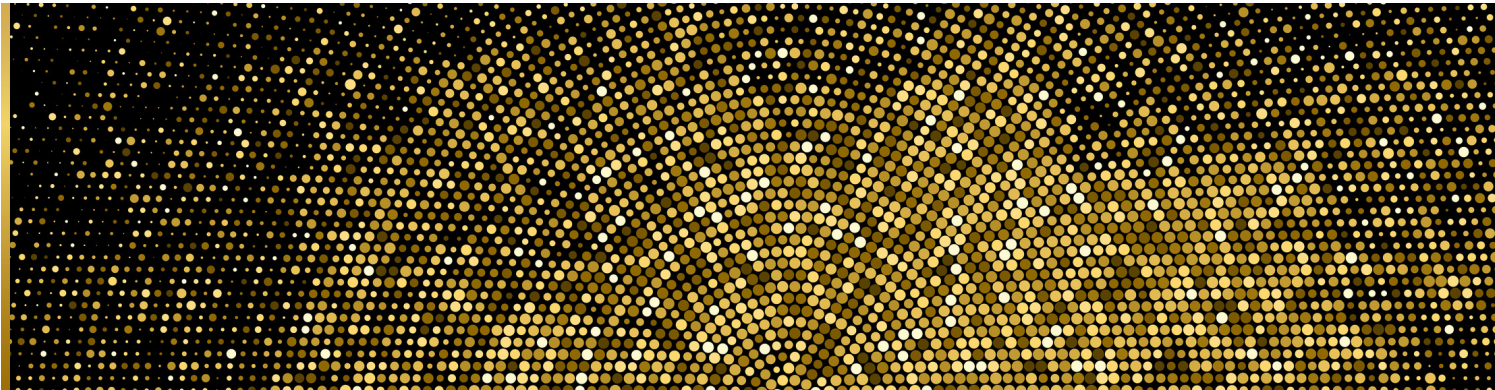
Oct. 11-12, 2022

# Target virtual workshop

## Circling the Bullseye: Succeeding in a new Target era

After two solid years of rapid growth across all categories, Target has hit some major speed bumps as apparel and home sales slow and prices rise.

At Kantar's 2022 virtual Target Workshop, our experts will highlight the Target strategies that are most important for suppliers to understand and prioritize to help the retailer navigate today's challenges and fuel tomorrow's growth.



## Insights and skills you'll gain from the event:

- A strong understanding of Target's strategic strengths, goals, and priorities that will position suppliers for a stronger long-term partnership and growth opportunities
- A thorough exploration of how Target's assortment is evolving, how shoppers are engaging with the retailer's expanding ecosystem, and what suppliers can expect Target to ask for as it eyes market share growth in new categories
- A framework to help Target consider how you can tackle future challenges together and position your brand for growth

## Virtual Event

Listen live or consume later

**Live:**

**Day 1 | 12:30-4:10 PM CT**

**Day 2 | 12:30-4:00 PM CT**

## Kantar Presenters



**Tiffany Hogan**  
Director, Retail Insights



**Julie Craig**  
VP, Shopper Insights



**Doug Hermanson**  
Principal Economist



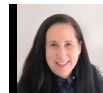
**Nishant Shrikhande**  
Senior Analyst, Digital Commerce



**Taylre Stumpf**  
Analyst, Retail Insights



**Matt Drzewicki**  
Vice President, Roundel, Partner Solutions Group



**Karen Kelso**  
VP, Mass and Club

## Registration

Register today by emailing

**[events@kantarconsulting.com](mailto:events@kantarconsulting.com)**

or visiting our [event website](#).

**DAY 1: Oct. 11**

12:30-12:40 PM CT

**Welcome and introductions**

Tiffany Hogan, Director, Retail Insights

12:40-1:25 PM CT

**What macro challenges mean for Target**

Doug Hermanson, Principal Economist

Tiffany Hogan, Director, Retail Insights

- Explore the most challenging macro headwinds facing retail today.
- Understand the headwinds having an outsized impact on Target's strategy.
- Learn how Target is approaching these challenges and how brands can help.

1:25-1:35 PM CT | **BREAK**

1:35-2:35 PM CT

**Target 201: Leveling up on Target's priorities**

Tiffany Hogan, Director, Retail Insights

Taylre Stumpf, Analyst, Retail Insights

- Go beyond the basics of Target's core initiatives to understand the retailer's framework for growth.
- Explore how Target is flexing within this framework to navigate today's biggest challenges.
- Learn how to align your brand with Target's long-term priorities.

2:35-2:45 CT | **BREAK**

2:45-3:30 PM CT

**Be our guest: Target's strategies through the shopper's eyes**

Julie Craig, VP, Shopper Insights

- Understand how Target's same-day services are affecting omnichannel shopping.
- Discover how Target's grocery efforts are changing shopper behavior.
- Realign with Target's core guests and how your brand can serve them.

3:30-4:00 PM CT

**Partnering with Target for growth in grocery**

Taylre Stumpf, Analyst, Retail Insights

Tiffany Hogan, Director, Retail Insights

- Understand how Target is personalizing the grocery shopping experience and assortment.
- Explore Target's strategies to bring more inspiration and specialty products to grocery.
- Learn how to bring Target's priorities to life in grocery from best-in-class examples.

4:00-4:10 PM CT

**Day 1 wrap-up**

Tiffany Hogan, Director, Retail Insights

**DAY 2: Oct. 12**

12:30-12:35 PM CT

**Welcome and recap**

Tiffany Hogan, Director, Retail Insights

12:35-1:15 PM CT

**Target's merchandising priorities: Private label and ESG**

Tiffany Hogan, Director, Retail Insights

- Explore the positioning and growth plans of Target's most successful owned brands.
- Understand the retailer's latest moves at the shelf to impact people and planet.
- Learn what these strategies mean and how to align your brand for growth.

1:15-1:45 PM CT

**Principles for selling to Target today**

Karen Kelso, VP, Mass and Club

- Understand the buyers' perspective and how to better align with their priorities.
- Improve your collaboration and partnership with Target.
- Develop a core framework for approaching your buyer that promotes your brand and aligns with Target's priorities.

1:45-1:55 PM CT | **BREAK**

1:55-2:25 PM CT

### **How Roundel can help your brand meet objectives**

Matt Drzewicki, Vice President, Roundel, Partner Solutions Group

- Learn how to partner with Roundel to create media programs that address your brand opportunities.
- Gain a stronger understanding of how Roundel plays a role within Target's strategy.
- Explore case studies of how past brands have worked with Roundel to meet their brand goals.

2:25-2:35 PM CT | **BREAK**

2:35-3:05 PM CT

### **Where Target+ plays in the world of digital marketplaces**

Nishant Shrikhande, Senior Analyst, Digital Commerce

- Explore how digital marketplaces have evolved and the role they play in a retailer's ecosystem.
- Learn how Target's key competitors are using their marketplaces.
- Understand how Target's approach may differ and what its growth could mean for brands.

3:05-3:50 PM CT

### **Target's biggest challenges of tomorrow**

Tiffany Hogan, Director, Retail Insights

Karen Kelso, VP, Mass and Club

- Understand Target's road ahead through the lens of Kantar's six key themes that will define 2023.
- Look beyond today's macro headwinds to understand the challenges Target will face in 2023.
- Get Kantar's latest thinking on Target's next moves.

3:50-4:00 PM CT

### **Closing/wrap-up**

Tiffany Hogan, Director, Retail Insights