

June 28-29, 2022

Walmart and Sam's Club Workshop

Managing your Walmart business in a rapidly changing world

The world is grappling with the impacts of continued restrictions due to COVID-19 and the Russia-Ukraine war. A tight labor market, global inflation, supply chain shortages, and rising energy costs are having a large-scale impact on US shoppers and retailers.

How is Walmart likely to respond? What will manufacturers and their partners need to know to prepare for massive change from the usual ways of doing business?

At Kantar's Walmart and Sam's Club Workshop, our subject-matter experts will help you understand how rapid disruptions in the retail landscape will challenge your business in unexpected ways and how to mitigate those risks.



Insights and skills you'll gain from the event:

- A strong grasp of macroeconomic, shopper, and retail trends to help you plan for a changing shopper and retail landscape
- An understanding of how inflation is changing shoppers' priorities, challenging Walmart's growth strategy, and potentially impacting your business
- A better picture of how omnichannel retail is evolving into faster and more local delivery options

Virtual event

9:00 AM-3:00 PM CT

Kantar Presenters



Karen Kelso
VP, Retail Insights



Mary Brett Whitfield
SVP, Head of Shopper Insights



Kate Hohenstatt
Senior Analyst



Ross Cloyd
Director, Retail Insights

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

DAY 1: June 28 | 9:00 AM-3:00 PM CT**Welcome and introduction****Walmart's five things that matter in today's changing world**

Karen Kelso, VP, Retail Insights

Walmart is focused on becoming a world-class omnichannel retailer and significantly changing its role in the industry. This session will cover:

- The expanded role of services at Walmart
- The shared omnichannel focus between stores and online
- The role of suppliers in Walmart's ecosystem

BREAK**The state of the world and Walmart: War, shortages, logistics**

Karen Kelso, VP, Retail Insights

Walmart turned in the best results ever in its most recent fiscal year. However, global events are creating significant challenges. We discuss the implications for Walmart and the supplier community, including:

- How external events are putting pressure on Walmart's competitive position
- Product availability and how to mitigate out-of-stocks
- Tips for building the best possible relationship with Walmart in uncertain times

Supply chain: Understanding and mitigating impacts

Karen Kelso, VP, Retail Insights

The global supply chain has been under significant stress since the beginning of the COVID pandemic. This session will discuss:

- Walmart's supply chain opportunities and strengths
- Tactics to improve supply chain efficiency
- How changes in delivery methods provide new opportunities

LUNCH**Reviewing Walmart shoppers: Who they are and what they want**

Mary Brett Whitfield, SVP, Head of Shopper Insights

Walmart shoppers have adapted to a post-COVID retail environment. Get the latest on Walmart shoppers, including:

- Changes in their shopping patterns and priorities
- How shopper expectations have changed
- The factors influencing shoppers' retailer of preference

Walmart's strategy: Reviewing the Walmart ecosystem

Kate Hohenstatt, Senior Analyst

The flywheel is the core of Walmart CEO Doug McMillon's plans to ensure Walmart is the primary destination for shoppers and members. Explore the opportunities the flywheel presents and how different components can impact suppliers. This session examines:

- The role and purpose of the flywheel elements
- Walmart services and how to partner with the retailer to best serve shoppers and members
- How Walmart's omnichannel vision and big bets will come to life

BREAK**Walmart's supplier expectations**

Ross Cloyd, Director, Retail Insights

Partnering with Walmart delivers great rewards yet comes with unique challenges. We will discuss:

- Walmart's expectations of suppliers
- Managing the goals of Walmart's OTIF (on time and in full) and SQEP (Supplier Quality Excellence Program)
- Prioritizing competing business objectives and distinguishing must-haves from nice-to-haves

The evolution of private label

Karen Kelso, VP, Retail Insights

Mary Brett Whitfield, SVP, Head of Shopper Insights

Private label will continue to expand as shoppers look for more cost-effective solutions and products. Topics include:

- The role of private brands in Walmart shopping routines
- Best-in-class examples of private brands and the role they fulfill
- Predictions for how Walmart's private label program will evolve

Day 1 wrap-up

Karen Kelso, VP, Retail Insights

DAY 2: June 29 | 9:00 AM-3:00 PM CT**Welcome back and Day 1 recap****What key competitors are doing to challenge Walmart**

Karen Kelso, VP, Retail Insights

Retail has become more challenging and complicated in the two years since the pandemic began, and competition for shoppers is fierce. In this section we'll cover:

- Performance highlights of Walmart's key competitors
- Elements of exceptional business performance
- Case studies in "what good looks like"

Walmart's omni fulfillment and last-mile delivery services

Ross Cloyd, Director, Retail Insights

Walmart is leveraging its reach and distribution to deliver products to shoppers in new ways. Topics include:

- Omnichannel objectives and tactics
- Integrating services with product
- Opportunities to integrate with Marketplace

Implications of focusing on membership and loyalty

Karen Kelso, VP, Retail Insights

The next battleground for growth will be acquiring and maintaining customer loyalty. We will discuss:

- Components of successful loyalty programs
- Walmart's membership goals
- Collaboration opportunities in becoming brand of preference

LUNCH**Predictions for Walmart shoppers and what loyalty looks like**

Mary Brett Whitfield, SVP, Head of Shopper Insights

Shopper loyalty is the goal of every business and the key to loyalty is understanding shoppers. Topics include:

- Factors affecting shoppers' retailer(s) of choice
- Drivers of shopper loyalty
- Components of a successful loyalty program

Sam's Club's path forward

Kate Hohenstatt, Senior Analyst

Sam's Club's strong financial performance in FY 2022 positions the business to have another great year. Topics include:

- Sam's Club current and future growth drivers
- Understanding and aligning with Sam's members
- What is and isn't working among warehouse club competitors

BREAK**Walmart key takeaways**

Karen Kelso, VP, Retail Insights

Walmart's strategy and focus have shifted away from in-store retail and toward providing services. Topics include:

- Understanding Walmart's areas of change and what those changes mean for your business
- Deciphering and prioritizing Walmart's expectations
- Laying the foundation for a successful Walmart partnership

Event wrap-up