



**18<sup>th</sup>-20<sup>th</sup> October 2018**  
BERLIN - Germany  
Hotel nhow

**FLP**  
BERLIN  
2018

## **Sponsorship Opportunities**

SUPPORT the Future Leaders of the Industry  
while BUILDING Brand Awareness and Loyalty

[www.tcgfflp.com](http://www.tcgfflp.com) - #2018FLP



# What is the FLP?

**The FLP exists to create a network of recognised young leaders that together can build a sustainable future for the consumer goods industry.**

For the past 63 years, the FLP annual event has brought together the brightest talents from our industry for three days of networking, best-practice sharing and further learning.

## What's New at FLP?

In 2018, the FLP is expanding its programme even further by building a global, online community, the FLP Network, exclusive to our FLP Alumni. By joining, your future leaders will be able to benefit from learning and development opportunities all year long.

The FLP annual event is the moment where the online community gets together to network with peers and to learn from the leaders of our industry on how to build leading strategies, use technology to drive positive change, and become leaders with purpose.

### 63rd edition



**200+ delegates**



**43% Retailers**



**One global community**

30 countries from 5 continents

## Delegate Profile: the Rising Stars

**FLP is evolving to become a year-round community that culminates in an annual congress in October. We are looking for delegates who:**

- Among the company's very best – a recognised rising star
- Extraordinary achievements, outstanding professional track record particularly in the past 5-10 years, potential to impact the industry's next 15+ years
- High potential for Executive Management Leadership positions
- Responsibility for a business unit, a brand / category, a function on local / regional / global level.
- A true leader and team-player with a global perspective

### **Some of the job titles and company divisions:**

Head of Digital, International Account Director, Head of Food Services, Finance Director, Head of Commercial, Strategy & Planning, HR Director, Managing Director, Private Label Director, General Manager - Store Operations, Director of Customer Relations, Sales Director, Marketing Director, Communications Director, Format Director, Head of Supply Chain Development, Quality Director, Global Business Development Lead, Director Sustainable Development.

# 2018 Confirmed Speakers (So Far)

 <p><b>John Bradshaw</b> Head of Marketing, <b>Pick n Pay</b></p>	 <p><b>Peter Freedman</b> Managing Director, <b>The Consumer Goods Forum</b></p>
 <p><b>Ignacio Gavilan</b> Director, Environmental Sustainability, <b>The Consumer Goods Forum</b></p>	 <p><b>Isabelle Grosmaître</b> Alimentation Initiative Catalyst, <b>Danone</b></p>
 <p><b>Olaf Koch</b> Chairman of the Management Board, <b>METRO AG</b> &amp; Co-Chair of the CGF</p>	 <p><b>John Phillips</b> Senior VP, Customer Supply Chain &amp; Go-To-Market, <b>PepsiCo</b></p>
 <p><b>Alex Thomson</b> Presenter and Chief Correspondent, <b>ITN's Channel 4 NEWS</b></p>	 <p><b>Özgür Tort</b> CEO, <b>Migros Ticaret</b> &amp; Vice Co-Chair of the CGF</p>
 <p><b>Dr Raphael von Hoensbroech</b> Managing Director, <b>Konzerthaus Berlin</b></p>	 <p><b>Hani Weiss</b> Chief Executive Officer, <b>Majid Al Futtaim – Retail</b></p>

## Programme at a Glance

	<b>Thursday 18th</b> <b>LEADING STRATEGIES</b> Interactive Knowledge Sharing & Best Practices from Around the World	<b>Friday 19th</b> <b>LEADERSHIP IN OPERATIONS</b> Cutting-edge Store Concepts and Interactive Workshops	<b>Saturday 20th</b> <b>PERSONAL LEADERSHIP &amp; GROWTH WITH PURPOSE</b> Championing Confidence, Trust, Teamwork and Innovation in an Era of Disruptive Change
Morning	<b>The Context</b> <ul style="list-style-type: none"> <li>Building Leaders for Companies with Purpose</li> <li>Leading Strategies for Companies with Purpose</li> <li>Investing with Purpose</li> </ul>	<b>Deep Dive into the Berlin Retail Scene</b> This year's store tour programme will focus on how stores are integrating purpose - health and well-being, product safety, environmental and social sustainability.	<b>Insights and Mentoring from Today's CEOs</b>  <b>The Conductor's Perspective on Leading with Purpose</b> A very special, unconventional and entertaining workshop on leadership using the analogy of music.
Afternoon	<b>Crisis Leadership - The Ultimate Test for Consumer Trust</b> A hands-on workshop for managing your organisation through a crisis lifecycle  <b>Digging into Digital Disruption</b>	<b>A Masterclass in Agile</b> Understand what it is, what it means and how it can benefit your organisation.	
Evening	<b>HACKATHON</b> Delegates will solve a technology problem in a relaxed atmosphere.  Official "Working Networking" Evening	Official Networking Evening	

## Why Should Young Executives Attend



Share cross-sector best practices



Understand the importance of CGF's strategic pillar work and its impact on the future of our industry



Learn from today's CEOs



Get practical insights from multi-channel store visits



Build a global network



Recognise top talent and realise their potential



# Sponsorship Opportunities



Want Something More from Your Company's Participation?



Expand your network and increase your company's profile



Show your commitment and support to the industry's vision of "Better Lives Through Better Business"



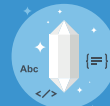
Gain direct access to potential business partners from around the world



Build awareness and leverage brand association for your communications



Stand out from your competitors and demonstrate your leadership by sharing your knowledge and expertise



Showcase your services and products to key industry decision-makers



## Your Benefits as a Sponsor

By becoming a 2018 FLP sponsor, your brand will benefit from extensive exposure **BEFORE, DURING** and **AFTER** the event.

Such benefits include your company logo on our event website and printed materials, acknowledgement of your sponsorship to over 8,000 FMCG contacts, on-site branding at the event, thank you messages on the main stage and extended coverage in the event's executive summary document that is used to sell next year's event.

EXAMPLES OF SPONSORSHIPS	PRICE (excl. VAT)
Official Networking Evening combined with a 30 min. Special Session (2 comp. registrations)	29,000 €
Official Delegate Lunch (1 comp. registration)	15,000 €
Branded Twitter Wall (1 comp. registration)	15,000 €
Branded ConnexMe Networking Tool (1 comp. registration)	10,000 €
3x3 m fully-equipped Stand (1 comp. registration)	9,500 €

**For Sponsorship Opportunities please contact:**

**Marie-Ange Amenabar - Head of Sponsorship & Partnerships**

Tel: + 33 9 75 75 11 98 - [ma.amenabar@theconsumergoodsforum.com](mailto:ma.amenabar@theconsumergoodsforum.com)