



MBR is pleased to announce that it will sponsor a series of retailer insight seminars, the first of which will be conducted by **Kantar Retail on April 11th**. This introductory session is open to all book and magazine channel participants.

Date: Tuesday, April 11, 2017

Time: 9:00am - 12:00pm

Location: Orrick, Herrington & Sutcliffe LLP, NYC

Advance registration is required / Please allow time to check in with building security

The seminar will be led by **Leon Nicholas, Chief Insights Officer, Kantar Retail** (please see his bio blurb is below). Leon will take a deep dive into the Mass Market channel focusing on Walmart and Target, two important book and magazine retailers that lead the channel.

The session will cover: Overall retail landscape (context)

Walmart

- Corporate Strategy and Shifts
- Merchandising Priorities
- Marketing/Shopper Strategies
- Store Operations—Supercenter and NHM
- Digital Considerations
- Implications for Books/Magazines at Walmart – to be reviewed throughout the session and in the conclusion

Target

- Corporate Priorities
- Shopper Objectives
- Merchandising Strategies—Focus on Signature Categories
- Omni-Channel Developments
- Implications for Books/Magazines at Target – to be reviewed throughout the session and in the conclusion



Leon Nicholas, Chief Insights Officer

As Chief Insights Officer for North America, Leon leads a team of retail analysts across U.S. channels and Canada. With nearly 25 years of experience in the consumer goods and retail industry, Leon spearheads Kantar Retail's thought leadership on topics ranging from format evolution, go-to-market strategy and deployment, and merchandising best practices. Frequently cited in the national and trade press, Leon is also a sought-after speaker who has addressed the National Retail Federation, Food Marketing Institute, the National Association of Chain Drug Stores, the Center for Retail Excellence, and World Economic Conference.

There is **NO COST** for MBR members companies. Space is very limited and on a first come, first served basis.

** As an intro to our Insight Series, we welcome non-members to attend this meeting at no charge.*

To register email jcancio@mymbr.org today with your name, email, phone.