



May 6, 2016

**RE: 2016 LCBO PSM Trade Symposium Agenda and Session Registration Information**

Please join us for this year’s Trade Partnership Symposium!

We have changed our format this year, based on your feedback. We will have a general presentation in the morning for all attendees with key operational information and updates. Later in the morning, all Category business plans and updates, including Spirits, Beer & Cider, Wines, VINTAGES, and Wholesale, will be presented concurrently in separate breakout rooms. We will also have concurrent interactive breakout sessions covering a wide range of topics in the afternoon. Below is the agenda for the day.

**Westin Harbour Castle Conference Centre**

2 Harbour Square, Toronto (Bay Street & Queen’s Quay, northeast corner)

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**TRADE SYMPOSIUM AGENDA**

**FRIDAY MAY 27, 2016**

<b>8AM</b>	<b>REGISTRATION &amp; SIGN IN</b>
<b>9AM</b>	<b>PRESENTATIONS</b> Nancy Cardinal Shari Mogk-Edwards Edison Yon
	<i>BREAK</i>
<b>10:40AM-NOON</b>	<b>CONCURRENT BUSINESS CATEGORY SESSIONS</b>
	LUNCH
<b>1:05PM-1:50PM</b>	<b>BREAKOUT SESSION 1</b>
	<i>BREAK</i>
<b>2:05PM-2:50PM</b>	<b>BREAKOUT SESSION 2</b>
	<i>BREAK</i>
<b>3:05-3:50</b>	<b>BREAKOUT SESSION 3</b>

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**At 10:40AM, all the following sessions will be running concurrently in separate rooms:**

*You will be required to register for **one** of these sessions.*

- LCBO Wines & VINTAGES
- Spirits & RTD
- Beer & Cider
- Wholesale/Grocery

**At 1:05, 2:05 and 3:05, all of the following sessions will be running concurrently in separate rooms:**

*You will be able to register for **up to three** of these sessions:*

- Retail Inventory, *presented by Chris Elliot, Director, Wholesale and Retail Systems*
- Customer Insights & Air Miles, *presented by Pam Lawson, Director, Customer Insights & CRM*
- Marketing & E-commerce Update, *presented by Kerri Dawson, Vice President, Marketing, Charan Bhogal, Director, Integrated Marketing, Ewan McNeill, ICE Director, Marketing, and Sebastian Aruta, Senior Manager, CRM & Gift Cards, Customer Insights & CRM*
- Quality Assurance, *presented by Stephen Cater, Director, Quality Assurance*

After purchasing a ticket, **you will receive a subsequent email from LCBOpinion requiring you to register for the individual breakout sessions. Space in the breakout sessions is limited. To guarantee your attendance in the session, registration is required by Friday May 13<sup>th</sup>.**

Thank you for your continued support, and I look forward to seeing you on May 27<sup>th</sup>.

Shari Mogk-Edwards  
Vice President, Products, Sales and Merchandising

Cc. Nancy Cardinal