

SALES & MARKETING EFFECTIVENESS OPEN DISCUSSION

[MAXIMIZE ROI ON YOUR TRADE SPEND](#)



As market players seek greater accountability in today's increasingly complex shopper landscape, demand for outcome-based return-on-investment (ROI) measurement has become more important than ever across a variety of sectors. Therefore, both granular measurement and speed become even more important to understand sales and marketing effectiveness.

Join us in a session where we will share best practices from the region, insightful case studies from the Ukrainian market and at the same time provide a platform to share your views about the opportunities and challenges of the market place with other senior executives.

We are happy to invite you to a Nielsen and American Chamber of Commerce joint event to:

- Develop the best practices to increase the effectiveness of your trade spending
- Learn more about the latest developments in Eastern Europe
- Network with your peers from the FMCG industry

AGENDA

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| 10:00–10:30 | Welcome coffee |
| 10:30–10:45 | WELCOME SPEECH, UKRAINIAN MARKET CONTEXT
<i>Vaios Dimoragas, Nielsen Ukraine Market Leader</i> |
| 10:45–11:10 | INTRODUCTION OF SALES EFFECTIVENESS
<i>Alexandru Zudor, Sales & Marketing Effectiveness Leader, Nielsen East Europe</i> |
| 11:10–11:25 | Q&A session |
| 11:25–11:55 | RETAIL MARKET TRENDS
<i>Yuriy Lischuk, Retail Services Director, Nielsen Ukraine</i> |
| 11:55–12:10 | Q&A session |
| 12:10–12:40 | Lunch |
| 12:40–13:10 | PROMO & MEDIA – SPENDS OR INVESTMENTS?
<i>Oleg Svyrydov, Advanced Analytical Consultancy Leader, Nielsen Ukraine, Belarus, Kazakhstan, Baltics</i> |
| 13:10–13:25 | Q&A session |
| 13:25–13:45 | STRATEGY IS GOOD - EXECUTION IS BETTER.
<i>Olga Ivanko, Sales Effectiveness Client Business Partner, Nielsen Ukraine, Belarus</i> |
| 13:45–14:00 | Q&A session |
| 14:00–14:10 | Wrap up |