PARCEL SUMMIT 17

Wednesday, May 17

SHIPPER AND CARRIER ATTENDANCE

11:30 a.m. – 1 p.m.	**Registration** *(Outside Venetian Room)*
Noon – 1 p.m.	**Lunch** *(Forest Room)*
1 – 1:15 p.m.	**Welcome and Introductions** *(Venetian Room)*

PARCEL BENCHMARK RESULTS

1:15 – 2 p.m.	**2017 Brand Strategy and Supply Chain Trends** *(Venetian Room)* In the first quarter of 2017, Green Mountain Technology (GMT), in collaboration with Cleveland Research, completed the second Annual Benchmark Survey. This session gives attendees a first look at some highlights from the GMT 2017 Benchmark Report. This session will review brands' primary focus areas, supply chain strategies, and associated challenges in the their hyper-competitive and evolving industries.
2 – 2:45 p.m.	**Leading Strategies for Consumer Shipping Options, Returns and Fees** *(Venetian Room)* What are the latest alternatives for consumer shipping options, returns and fees? What is your competition doing? What do consumers prefer? Attendees will discover the answers to these questions and gain further insights from industry leading brands.
2:45 – 3 p.m.	**Break/Networking**
3 – 3:45 p.m.	**Keeping Pace with Order Fulfillment and Parcel Network Trends** *(Venetian Room)* Order fulfillment networks are developing and rapidly adjusting to achieve brands' latest strategies. These strategies require complex networks to expand convenience and options for consumers. Attendees will learn the type of fulfillment networks and carriers that transportation executives are implementing and what they are planning for the future.

INDUSTRY TRENDS

3:45 – 4:30 p.m.	**Emerging Capabilities in On-Demand Packaging Solutions** *(Venetian Room)* Efficient packaging processes and dimensional related costs are a major concern for shippers as e-commerce shipping activity rapidly grows. In this session, attendees will learn from Packsize about custom-sized box making technology, allowing shippers to use less corrugated material, minimize void fill, improve box management, increase sustainability, and create exceptional customer experiences. Attendees will view case study videos of this technology in action and the beneficial results for shippers.
4:30 – 5:15 p.m.	**Parcel Trends: A Market View for 2017 and Beyond** *(Venetian Room)* Cleveland Research will review the state of the transportation and parcel markets, highlighting results from our the GMT 2017 Benchmark Report on parcel cost inflation trends and brands' expectations.
5:15 – 6:30 p.m.	**Cocktail Hour** *(Skyway)* Cocktails will be served in the Skyway room at the Peabody Hotel.
6:30 p.m.	**Welcome Reception/Dinner** *(Skyway/Rooftop)* Cocktails and dinner will be served at the Peabody Hotel, along with live music.

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Thursday, May 18
SHIPPER ATTENDANCE ONLY

7:30 – 8:30 a.m.	**Breakfast** *(Forest Room)*

BEST PRACTICES

8:30 – 9:15 a.m.

Best Practices to Monitor Parcel Budget Performance Results
(Venetian Room)
Parcel shippers' budgets usually require flawless execution of their network; however, managers are often left searching for answers when actual results do not meet their expectations. In this session, attendees will learn key methodologies to developing a sound parcel budget and best practices for bridging actual results to expectations.

9:15 – 10 a.m.

Keys to Developing a Comprehensive Parcel Data Management System
(Venetian Room)
Effectively managing parcel spend in today's increasingly complex environment requires the ability to warehouse multiple sources of big data. From carrier, financial, and order fulfillment data, shippers need a clear strategy for warehousing and utilizing this data to create information to effectively manage their business. In this session, attendees will learn about multiple sources of parcel centric data, common constraints to a data warehouse implementation, and best practices for setting up a reliable Parcel Data Management system.

10 – 10:45 a.m.

Mitigating the Impact of Carrier Cost Increases *(Venetian Room)*
Every year parcel shippers are impacted by the carrier rate increases they've come to expect, along with a few they didn't expect. What can shippers do to mitigate the increases outlined for 2017 and what's in store for the future? In this session, we'll review the latest increases, their impact, and best practices for minimizing increases in cost.

10:45 – 11:15 a.m.	**Break – Enjoy the Peabody Ducks**

GMT INNOVATION

11:15 a.m. – Noon

GMT's Emerging Capabilities in Business Intelligence *(Venetian Room)*
As technology continues to improve, our capacity to capture, process, and store massive amounts of data continues to increase. Being able to transform large parcel data sets into meaningful information requires the application of a modern solution. In this session, we will present real world examples of GMT's best-in-class parcel business intelligence platform and provide an overview of our next generation capabilities.

Noon – 1 p.m.	**Lunch** *(Forest Room)*

1:15 – 4 p.m.

Networking River Cruise *(Memphis Queen III)*
Meet in the lobby at 1:15 p.m. to walk to the riverboat. Cocktails will be served on a riverboat cruise down the mighty Mississippi River.

4:30 p.m.

Memphis in May Barbecue Contest *(Tom Lee Park/Booth R-073)*
The Memphis in May World Championship Barbecue Cooking Contest is recognized as the Grand Daddy of Grilling, and is ranked as America's #1 most prestigious BBQ competition by USA Today's 10Best.

*Agenda is subject to change

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