

PARCEL SUMMIT 18

Wednesday, May 16

SHIPPER AND CARRIER ATTENDANCE

	11:30 a.m. – 1 p.m.	Registration
	Noon – 1 p.m.	Lunch
	1 – 1:30 p.m.	Welcome and Parcel Summit Sponsor Introductions
PARCEL BENCHMARK RESULTS	1:30 – 2 p.m.	Parcel Summit 2018 and Benchmark Report Overview To kick off the Parcel Summit 2018, attendees will receive a breakdown of what to expect and knowledge to be gained from the two days of parcel focused sessions and networking activities. Additionally, attendees will be the first to gain a preview of the 2018 GMT Parcel Benchmark Report created in partnership with Cleveland Research.
	2 – 2:45 p.m.	Managing Customer Experience in a Hyper-Competitive Environment What is the latest consumer behavior data around parcel shipping, and what is the best course of action? Attendees will learn leading strategies that resonate with rapidly-evolving customer expectations and how this knowledge can be used to stay competitive.
	2:45 – 3 p.m.	Break
	3 – 3:45 p.m.	Navigating the Challenges of Order Fulfillment and Parcel Networks Is your firm experiencing challenges with order fulfillment strategies and managing its parcel network? If so, you're not alone. Adjusting to the latest strategies is a difficult process, requiring complex networks to execute on expanded convenience and options for customers. Attendees will learn the challenges faced by actual shippers and the way they handle these obstacles, as well as techniques for addressing future uncertainty.
GMT INNOVATIONS	3:45 – 4:30 p.m.	Leveraging Parcel Scan Data for Network Visibility As technology continues to evolve, our capacity to capture, process, and store massive amounts of data continues to increase. In this session, attendees will learn about new technology GMT is developing to provide daily package status visibility and the associated tools for shippers to improve the management of their parcel network utilizing parcel scan data.
TRENDS	4:30 – 5:15 p.m.	Parcel Trends: A Market View for 2018 and Beyond Cleveland Research will review the state of the transportation and parcel markets, highlighting results from our market research on parcel cost inflation trends and brands' expectations.
	5:15 – 6:30 p.m.	GMT Vendor Partners Reception Network with GMT Vendor Partners over a cocktail to learn how they can help you optimize the performance of your parcel network.
	6:30 p.m.	Parcel Summit Welcome Reception/Dinner (Carriers and Shippers) Cocktails and dinner will be served at the Peabody Hotel, along with live music.

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Thursday, May 17

SHIPPER ATTENDANCE ONLY

7:30 – 8:30 a.m.

Breakfast

8:30 – 9:15 a.m.

Evolution of Parcel Agreements

From terms and conditions to pricing methodologies, parcel agreements have changed considerably over recent years. As a result, managing parcel has become much more complex and strategic for large shippers. In this session, attendees will review the evolution of parcel agreements and the resulting impacts that shippers need to know in order to effectively manage their parcel spend. Attendees will be invited to share their own perceptions and experiences in this interactive discussion.

9:15 – 10 a.m.

Parcel Roundtables—Multiple Topics

Sharing knowledge among peers along with gaining industry insights are two of the greatest benefits attendees mention about the Parcel Summit. This Parcel Roundtable session is the perfect opportunity to experience these combined benefits. During this session, attendees will have the opportunity to participate among a choice of relevant and popular roundtable topics that will be led by GMT experts.

10 – 10:45 a.m.

Are you Smarter than a Carrier Rep?

Do you think you know more than your carrier rep about the details of your parcel contract or carrier service guide? Test your knowledge of the parcel industry in this fun and interactive format while also learning parcel tips and best practices that your firm can utilize to optimize its parcel network. Attendees will be divided into teams and compete head to head for the right to be crowned Parcel Summit Champions.

10:45 – 11:15 a.m.

Break – Enjoy the Peabody Ducks

11:15 a.m. – Noon

Ask the Parcel Experts

Have questions about a specific parcel topic you're interested in that wasn't covered during the Parcel Summit? This panel of parcel industry experts was assembled to provide the answers! Attendees are invited to come prepared with questions to "Ask the Parcel Experts."

Noon – 1 p.m.

Lunch

2:30 – 4 p.m.

Networking River Cruise (Carriers and Shippers)

Cocktails will be served on a river boat cruise down the mighty Mississippi River.

4:30 p.m.

Memphis in May Barbecue Contest (Carriers and Shippers)

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*

BEST PRACTICES