

2012 Calendar of Events

CSP Leadership Conferences & Events uniquely deliver an integrated offering of meetings, conferences and special events—all designed to meet your specific needs.

Convenience Retailing University 2012 (CRU)

Return on Execution – Implement Flawlessly and Soar to New Heights
Jan. 31-Feb. 2, 2012 | Omni Fort Worth, Fort Worth, TX

Successful implementation requires defined roles and responsibilities. Communication up and down the organization before, during and at completion of each major initiative or benchmark plays a key role in an effective implementation plan. Every team member needs specific expectations and a clear definition of “success.”

In today's economic environment, best-of-class organizations will outperform their competitors with consistent delivery of what customers need: a process for personalized shopper engagement, exceptional customer service and the disciplined pursuit of loyalty from each customer.

CRU 2012 pointedly directs your attention toward steps necessary for backing up a solid business plan and executing flawlessly to obtain your objectives. Consider this conference your first move in ensuring you are ready to outperform the competition in 2012.



MenuDirections Conference

Feb. 26-28, 2012 | Charleston Marriott, Charleston, SC

All non-commercial foodservice operators are invited to this exclusive CSP Foodservice Group event to take a culinary journey to Charleston, as we examine the world's influence on our own cuisine, healthy cooking and the keys to marketing health. It's an opportunity to discover the tools that will make your operations more successful and profitable. The 10th annual MenuDirections Conference provides 2 ½ days of educational workshops, culinary demos and keynote speaker presentations led by industry experts, plus tastings and the renowned Dine-Around.



Cold Vault Summit

Mar. 7-9, 2012 | Omni Mandalay Hotel at Las Colinas, Dallas, TX

“Economic issues” ranked as the No. 1 outside influence on how convenience stores manage the cold-vault categories. Cost increases, distribution efficiency and plan-o-gram upkeep are critically important, as is obtaining the latest industry data. Within CSP's 2012 Cold Vault Summit, leading industry experts will speak about consumer preferences and behavior, and delineate the must-have products to display and sell in the cold vault. Attendees will explore how best to meet the shopper's needs even when external forces—the economy, internal challenges and too few cooler doors—seem to overwhelm our desire to grow the business. Attend this unique industry event to ensure you have the information necessary to make fact-based cold-vault decisions.



Restaurant Leadership Conference (RLC)

Winning in a Changed World
Mar. 25-28, 2012 | Westin Kierland Resort & Spa, Scottsdale, AZ

The chain restaurant business has been forever altered by the currents of the past few years. Economic dislocation and the hangover of consumer price sensitivity are just the start. There's not an aspect of a restaurant's function unaffected - from who's coming in the door to how they pay. In 2012, the Restaurant Leadership Conference will feature key perspectives and sustainable solutions for “Winning in a Changed World.” Social media, trending consumer habits, labor, health and new menu buzzwords are just some of the crucial topics to be addressed at the restaurant industry's leading, one-of-a-kind forum that deliberately and positively impacts business.



NACS® State of the Industry Summit

Apr. 3-5, 2012 | InterContinental Chicago O'Hare, Chicago, IL

Relevant, real-time data is the key to providing retailers and suppliers with a deeper understanding of where the industry stands and what opportunities exist just around the corner. From industry trends and category data to sharing best practices on cutting costs and increasing efficiency, the NACS State of the Industry Summit offers powerful ideas to put into action. The NACS State of the Industry Summit provides a foundation for current decision-making, and identifies future growth opportunities. **CSP is the exclusive media partner of the NACS State of the Industry Summit.**



Coffee Bar Development Summit

(In conjunction with SCAA's Exposition)
Apr. 18-19, 2012 | Portland, OR

External influences continue to affect and provide new challenges for the convenience-store coffee provider. Our declining share of business coupled with a demand for value causes retailers to consider raising prices to balance the rising product costs.

At CSP's fifth annual Coffee Bar Development Summit, attendees convene to network with best-in-class industry retailers and manufacturers, gather customer insights and learn what key economic indicators affect the market. This is the opportunity to collect the knowledge needed to ensure your coffee program stands out among the competition and resonates with guests.



NATO Show

Apr. 24-26, 2012 | Paris Hotel, Las Vegas, NV

Tobacco is and will remain a significant driver of profitability in the industry. For 11 years the National Association of Tobacco Outlets (NATO) has been helping retailers, manufacturers and wholesalers navigate the swiftly changing waters of legislation and regulation affecting tobacco. The NATO Show features a host of education sessions specifically designed for all retailers of tobacco products to help increase profitability, predict future trends that impact sales, and discuss the latest state and federal laws and regulations connected to the industry. The NATO Show will also provide access to the latest products, services and accessories, as well as outstanding networking opportunities. **CSP is the exclusive media partner of the NATO Show.**



Driving Impulse Sales: A Forum for Candy, Snack, HBC & General Merchandise

(Coincides with NCA Sweets & Snacks Expo)
May 7-8, 2012 | Chicago, IL

Because of the global financial situation, people are looking for simple, affordable pleasures. Leveraging the shopper's impulsiveness can mean sales opportunities for the keen convenience-store merchandiser. The CSP Driving Impulse Sales Forum helps operators by gathering industry experts to talk about the changing needs and wants of the impulse shopper. Find out how to satisfy those needs through successful marketing and merchandising tactics for candy, snacks, HBC, general merchandise, financial services and impulse treats. Session attendees will hear from market-basket experts in each category for ways to maximize penny profits and streamline presentation, helping to make the most out of every inch of limited display space.



CSP's Leadership & Crisis Prevention Forum

Focus on Risk Management & Liability Reduction
May 15-17, 2012 | New Orleans, LA

Increasingly, our industry is dealing with more threats to our business, with the potential liability falling back on the retailer. The CSP Leadership & Crisis Prevention Forum is an exclusive program at which attendees tackle the critical tenets of preparedness, response and recovery that protect a company's core assets: its people, reputation, brand and finances. Now in its 10th year, the program offers a robust agenda complete with case studies, expert legal insight, retailer best practices and frank dialogue. Digging into the hot-button issues now helps retailers foster strategic leadership, reduce liability and prepare for crisis while limiting financial exposure.



Foodservice at Retail Exchange (FARE)

Solving the Puzzle
June 25-27, 2012 | Renaissance Schaumburg, Chicago, IL

Often it seems today's foodservice-at-retail consumer is elusive and replete with contradictory behavior. Consumers want a food “experience,” but they don't want to pay for it. Foodservice at retail operators can wear themselves out and dilute their brand trying too hard to be everything for everyone. The FARE 2012 conference will help to solve the puzzle of the mysterious foodservice-at-retail shoppers and demystify their changing needs.



Prepaid & Financial Services Forum

(In conjunction with The Prepaid Press Expo)
Aug. 8-9, 2012 | Paris Hotel, Las Vegas, NV

Now in its seventh year, CSP Information Group's Prepaid & Financial Services Forum is a two-day event dedicated to prepaid, telecommunications, financial services and stored-value products. Once again, the Prepaid & Financial Services Forum will be held in conjunction with the Prepaid Press Expo, and only retailer attendees of the CSP program receive entry to Prepaid Press Expo Press 2012 FREE. It's a must-attend program for financial-services category managers, marketing executives, chain owners and suppliers in these categories. This particular program is “off the record”; therefore, what is discussed at the meeting will stay at the meeting!



Outlook Leadership 2012 (OL)

Design Your Destiny
Aug. 11-14, 2012 | The Grand America Hotel, Salt Lake City, UT

External forces have and continue to reshape our world and workplace. Leaders who take control of both their companies and their workforces can shape a desired future—even with outside forces pushing against tradition. The leader of today is the architect of the company's future, and as a modern leader you can “design your destiny.” Innovation begins with looking at something differently, taking a different view, continuing to test and question results. Design permeates every facet of business and design thinking aligns the traditional practices used by designers and applies them to leadership. What does your design look like? How will you innovate and shape a lasting design that speaks to consumers in a way they want to be spoken to both for today and tomorrow?



Tobacco Category Review Meeting

Sept. 19-20, 2012 | Chicago, IL

With every new regulation, state excise tax and smoking ban, tobacco retailing bounces back with innovation, integrity and the continued dedication to meeting shoppers' needs. Our strength is our resilience and creativity.

Today's retailer needs ongoing legislative interpretation, analysis of key business indicators and insights into the changes in tobacco usage that can be found only at the Ninth Annual CSP Tobacco Category Review Meeting. Experience candid and in-depth discussions, make new contacts and share knowledge to keep ahead of any challenges thrown at you.



Shopper Insights & Engagement Forum

Nov. 6-8, 2012 | Phoenix, AZ

Successful shopper interaction transforms customers into buyers. As a brand's relationship with its customers gains strength and relevance, the result is increased transactions, repeat business and, ultimately, brand and product loyalty. So how does the retailer make connections with today's very diverse customer base? Exploring the distinctions of customer segments is the first step. The second step is to understand convenience store shoppers' needs. For the eighth year in a row, CSP provides industry marketers with information and insights critical for developing their shopper engagement strategy. This year's CSP Shopper Insights & Engagement Forum adds even more in-depth discussion related to attracting and engaging key customer targets. Let's learn together how to convert shoppers consistently into buyers!



2012 Key Focus Areas



Beverages High-Level Executives Financial Foodservice Operations Snack & Candy Tobacco

Face-To-Face Meetings are important...

Embassy Suites Hotels' Third Annual Business Travel Survey shows that face-to-face meetings are extremely important in business dealings, with 97 percent of business travelers surveyed feeling it is the most important part of developing and maintaining strong client relationships.

In this digital age, when professionals rely on technology for just about everything, the question remains—can apps, emails and video chats replace old-fashioned face time with clients? According to the survey, the answer is no. Respondents indicated **it would take an average of five video conferences, 10 phone calls or 20 emails to replace one hour of face-to-face contact with a client.**

Survey Says...Face Time Important By Jason Hensel May 03, 2011

...and key to our industry's leaders.

My personal opinion is that the CSP events are the most beneficial for our company for a number of reasons.

1. Best consumer insight information available. Honest, relevant, and timely.
2. 1 on 1 time with manufacturers and suppliers. No "push sales", but we have utilized many additions to Dash In at these events for new equipment, products, processes, and more important long term relationships.
3. CSP events are well balanced with general sessions, R&R, and unbelievable networking.

- Larry R. Bullis, Dash In Food Stores, Inc.

RETAILERS:

If you would like to attend any of CSP Leadership Conferences & Events, EduNetworking Series, or inquire about products or private advisory programs: Please contact CSP's **Bryn Cotton** at bcotton@cspnet.com.

SUPPLIERS:

For supplier sponsorship opportunities: Please contact **Jim Bursch** at jbursch@cspnet.com.

Let CSP's Event Experiences handle your corporate meeting needs—contact **Lynda Hislop** at lynda.hislop@eventexp.com for more information.



For more information:
cspnet.com/events



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JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

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Superior educational offerings and extraordinary networking opportunities are standards of CSP EduNetworking Meetings and Events