Build trust, improve communication, and optimally balance collaboration with traditional competitive sourcing strategies
Quantify and communicate value of SRM for continued support
Gain competitive advantage by leveraging relationships to drive value and create growth opportunities

Presented with assistance from: vantage partners
Benefits of attending

- Build and foster relationships that are based on openness, trust and the establishment of long-term mutually beneficial engagements
- Explore the evolution of SRM, particularly in a challenged and/or changing economy
- Hear effective ways of integrating SRM strategies with the overall business goals of the organization
- Learn ways to quantify and communicate value of SRM for continued support of your initiatives
- Develop an effective end-to-end collaborative innovation process to harness ideas, build trust, and evaluate success/areas of improvements
- Exchange practical ideas and lessons learned with peers in a relaxed environment during the featured Roundtable Session

Who should attend

The Conference is intended for senior executives in supply chain, sourcing, procurement, finance, strategy, and operations to network, brainstorm issues and exchange experiences and advice on how to best manage supplier relationships.

Previous participants of the Supplier Relationship Management Conference

Abbott Laboratories  
Abu Dhabi Investment Authority  
Actus Lend Lease  
Aetna, Inc.  
Amgen, Inc.  
Aravo  
Bank of America  
Bayer Corporation  
Beauty Avenues  
C.C. Myers, Inc.  
Capital One Auto Finance  
Cargill, Incorporated  
Colgate-Palmolive Company  
Deutsche Post DHL  
DHL  
Emptoris, Inc.  
Energizer Holdings, Inc.  
ExxonMobil  
Federal Reserve Bank of New York  
GMSDC  
IACCM  
Johns Manville  
Leviton Manufacturing Co.  
Lockheed Martin Corporation  
L’OREAL  
Manulife Financial Corporation  
McDonald’s Corporation  
MeadWestvaco Corporation  
MetLife, Inc.  
MicroAire Surgical Instruments  
Microsoft Corporation  
Milliken & Company  
Millipore Corporation  
Oldcastle, Inc.  
Pfizer  
Procter & Gamble Company  
PSS World Medical  
SAP America, Inc.  
ScottMadden, Inc.  
Shell Oil Company  
SunTrust Banks, Inc.  
The Clorox Company  
The Coca-Cola Company  
The Dow Chemical Company  
The Walt Disney Company  
Tyco International  
United Parcel Service  
USAA  
Vantage Partners LLC  
Verizon Communications  
Vodafone Group Plc
The Softer Side of SRM: Culture, People, Skills, and Change Management

Workshop 1–5 PM

The most fundamental driver of SRM success is change management. Not just initially, but SRM is also fundamental in day-to-day operations to ensure you are fostering a cultural transformation in the way your company works with suppliers. The pace of change within your organization can create opportunities or challenges depending on your company’s culture. Furthermore, having the right people in place to execute SRM strategies is crucially important to drive initiatives and realize financial and strategic value. Building and sustaining collaborative supplier relationships also calls for new mindsets and skill-sets, not only in procurement and supply chain organizations, but across the enterprise.

During this workshop you will learn practical and concrete ways to manage the softer side of SRM, including the latest thinking and practices in change management. We will explore ways to change the organizational mindset around working with suppliers, including ways to build trust, improve communication, and optimally balance collaboration with traditional competitive sourcing strategies.

Included in the discussion will be:

• Examples and practical applications of effective change management strategies
• Ways to ensure SRM initiatives are embraced across the enterprise through stakeholder commitment and leadership alignment
• Key competencies required for SRM and how to build them
• The critical role of cross-functional collaboration in enabling SRM success

Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader
Vantage Partners

Thursday, May 10, 2012

Registration and Continental Breakfast 8–9 AM

Welcome and Opening Remarks 9–9:15 AM

A 9:15–10:15 AM

SRM – An Evolving Discipline with Revolutionary Potential

Due to current economic conditions and a competitive global marketplace, many companies are still struggling to balance strategic SRM efforts with pressures to achieve immediate cost savings. As a result, the discipline of SRM has evolved significantly. What have we learned about SRM to ensure it helps us navigate continued economic uncertainty, while also being better positioned for economic recovery? The opening Keynote address will explore the rapid evolution of SRM, and how leading companies are
adapting SRM investments and strategies to drive measurable benefits in an uncertain and challenging environment. We will also explore how to build a reputation as a “customer of choice” and why this is increasingly seen as a key source of competitive advantage.

Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader Vantage Partners

NETWORKING AND REFRESHMENT BREAK 10:15–10:30 AM

B 10:30–11:30 AM
Defining and Maximizing SRM from the Supplier Point of View
During this panel discussion we will hear from leading suppliers as they share their best practices in SRM and mutually beneficial collaboration. Included in the discussion will be an exploration into some of the common habits/behaviors that can promote and derail the process as well as best practices around communication, performance metrics, and fostering a trusting environment.

Moderator
Rick Blasgen, President and Chief Executive Officer Council of Supply Chain Management Professionals (CSCMP)

Panelists
R. Kirk Weidner, Vice President, Cargill
John A. Caltagirone, Vice President, Supply Chain Strategy, NTT DATA, Inc.

C 11:30 AM–12:20 PM
Securing Continued Executive Sponsorship and Linkages to the Overall Business Goals of the Organization
Continued executive support of the SRM platform is critical to its success. This can only be achieved through effective execution, communication, and alignment. During this session we will explore who to engage and when to secure executive buy-in and ways to earn positive recognition internally by integrating SRM into the strategic goals of the organization.

Cathy Kutch, Director, Supplier Relations and Diversity, The Kellogg Company

LUNCHEON 12:20–1:20 PM

D 1:20–2:30 PM
Peer to Peer Learning Experience-Extended Roundtable Session
During this session we invite you to join your peers to discuss issues and challenges that most commonly impact SRM initiatives. Facilitated topics will include key competencies of SRM professionals, best practices in leveraging technology, managing SRM in a challenged economy, as well as topics to be determined by audience surveys.

NETWORKING AND REFRESHMENT BREAK 2:30–2:45 PM

E 2:45–3:35 PM
Performance Metrics and Measuring Value Derived from SRM
To achieve the results you require, there is a need to create constructive measurements that help achieve or support goals and objectives and not simply measure for the sake of measuring. During this session we will explore when to measure, how to measure and what to measure; and as you are looking to enhance your SRM program, metrics that can effectively measure innovation, growth opportunities and other critical business
drivers. The session will also explore what are some common uses for joint metrics to stimulate two-way relationship evaluation methods in order to further the relationship.

Marie A. Miller, Program Manager, Global Pharmaceutical Operations, Strategic Supplier Management, Abbott

F 3:35–4:25 PM
Accelerating Collaboration to the Next Level with Inter-Supplier Collaboration
The next evolution of SRM is moving beyond two-way collaboration between a buyer and supplier to benefit from a network of collaboration including both stakeholders and multiple suppliers, even competitors. The facilitator will describe how a company can increase strategic value and develop innovation and growth opportunities by using a Supplier Ecosystem structure that can support suppliers delivering together for mutual benefit.

David Cummins, Senior Supplier Manager, Enterprise Categories & Suppliers, Shell

G 4:25–5:15 PM
Supplier Innovation Summits: A Vehicle for Innovating and Driving Business Growth
The next frontier in MeadWestvaco (MWV) Corporation's SRM strategy is to move beyond cost savings and productivity gains to find ways to harness supplier innovation to support business growth. Taking SRM to the next level through innovation requires new thinking from the Sourcing and R&D groups. To answer this challenge MWV launched Discover: 2011, their inaugural Supplier Innovation Summit. During this session the facilitators will share best practices and lessons learned from their initiative, including the supplier selection process, projects that were generated and the results they achieved.

Teresa Krug, Manager, Open Innovation, MeadWestvaco Corporation
Erik Rupinski, Senior Manager, Supply Chain, MeadWestvaco Corporation

NETWORKING COCKTAIL RECEPTION 5:15–6:15 PM

Friday, May 11, 2012

CONTINENTAL BREAKFAST 8–8:30 AM

H 8:30–9:20 AM
Being a Better Customer – Taking Responsibility and Benefiting from the Relationship You Desire
The adage “You get what you give” can either benefit or hurt your goals of improved supplier relationships depending on the type of customer you are. During this session the facilitator will detail their company’s focus on truly listening to their suppliers and their efforts to be the “customer of choice” in order for you to assess your strengths and weakness, and ensure you are properly contributing to an effective and cohesive relationship.

John J. Turanin, Vice President and General Manager, Zogenix Technologies Zogenix, Inc.
Using SRM to Leverage Your Suppliers’ Power

At times, a single supplier may be the only one that possesses the intellectual property and know-how to enable an effective collaboration. Such supplier power creates numerous commercial risks, and may cause a customer to fear or inappropriately manage the requisite collaboration. This coupled with fierce competition from the marketplace and increasing price pressures could potentially derail any advantages of a typical SRM platform. However, instead of fearing supplier power, learn to leverage it to best meet the interests of both the supplier and the customer. During this session we will explore how to foster relationships and find additional ways to incentivize critical suppliers in a way that brings more value to each party.

Brian Lorig, Senior Director of Materials, KLA-Tencor Corporation

360° Risk Management and Mitigation: Collaboratively Prioritize, Measure, and Communicate Risk

In a climate of economic uncertainty, the definition of risk management has been expanded in that it no longer is just tied to supply disruptions or supplier performance but there is an ever increasing need to protect the business from activities that can impact the company financially, operationally, and could potentially damage the company’s reputation. With increasing complexities of a global supply chain, learn how to ensure your company is protected and create a vehicle that can prioritize, measure, report and evaluate key risk indicators in a collaborative and effective way.

James B. Steele, Program Director, Supply Chain Risk Management Cisco Systems, Inc.

Closing Panel: Driving Innovation through Trusting and Collaborative Relationships

Managing the expectations and realities is a common struggle in a collaborative relationship. During the panel discussion, our panelists will share how their company defines innovation and how they have been able to collaborate with suppliers to gain value and insight they would not have been able to on their own. Included in the discussion will be ways to foster a creative and trusting environment, how to manage concerns over IP, and metrics to drive desired results.

Moderator
Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader Vantage Partners

Panelist
Tom Barsch, Senior Director, Global Commodities, Global Sourcing Organization Applied Materials
David Cummins, Senior Supplier Manager, Enterprise Categories & Suppliers, Shell
Registration Information

Online  www.conferenceboard.org/srm2
Email  customer.service@conferenceboard.org
Phone  212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2012 Supplier Relationship Management Conference

Cultivating Partnerships for Improved Performance, Value and Growth Opportunities

Conference (925012-2)
Dates: May 10–11, 2012
Location: The InterContinental Chicago
Associates  $2,250
Non-Associates  $2,550

Pre-Conference Workshop (B03012-2)
Date: May 9, 2012
Location: The InterContinental Chicago
Associates $495  Non-Associates $595

Hotel Accommodations
Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Supplier Relationship Management Conference.

InterContinental Chicago
505 North Michigan Avenue
Chicago, IL 60611
Tel 312 944 4100

Hotel reservations cut-off date:
Tuesday, April 17, 2012

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person
For a team of three or more registering from the same company at the same time, take $300 off each person’s registration. One discount per registration. Multiple discounts may not be combined.

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