SOURCINGFORUM



12th December 2013 (09.00 – 16:00)

Pfizer Inc. 235 East 42nd street, New York

Agenda

- 1. Approval of the minutes of the last meeting, adoption of the agenda and review of WFA competition law compliance policy (see Appendix).
- 2. <u>Welcome from WFA:</u> Update on 2014 priorities and AOB items.

FOCUS: SOURCING MATURITY

3. Latest Results: Global Marketing Procurement Maturity Benchmark

WFA & Spire will showcase results from the latest 2013 research on Global Marketing Procurement Maturity, looking at marketing procurement resource allocation across categories, sourcing capability development and more from over 50 multinational procurement orgs.

FOCUS: SOURCING ORGANISATION

4. Global management of marketing sourcing

Pfizer will share how category management is mapped out against marketing stakeholders' structure, looking at how strategy development impacts control and how to resource against it. Followed by group discussion on procurement org matrices.

FOCUS: CATEGORY MANAGEMENT

5. **Procurement's role in media management**

Boehringer-Ingelheim & **Hershey** will share how procurement provides support to media teams in the US vs. ROW looking at how contracting, compensation, KPI setting, & savings documentation is handled differently depending on procurement's ownership of this spend.

- Lunch –

12:30 13:30

FOCUS: AGENCY LIFE-CYCLE MANAGEMENT

6. Global agency management

Luxottica (& another member TBC) will give an overview of how their procurement team works with marketing to select and manage their agency roster, assess & measure performance against agreed targets, and remunerate against KPIs.

GUEST PRESENTATION

7. Agency SOW cost management

Beekman Associates (& client) will demo their new Rightspend tool which helps clients understand benchmark agency cost levels per role, and plot them against various SOW to better predict campaign planning & development costs. *Followed by a group discussion on how best to understand agency costs.*

8. <u>AOB:</u>

- The Publicis-Omnicom merger.

16:00

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Note: All WFA benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells International LLP, our competition lawyers

WFA Competition law compliance policy



The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to.

As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.