

The background of the slide features a close-up, low-angle shot of several open umbrellas. A white umbrella is prominent on the left, with a yellow one and a pink one visible below and to the right. The umbrellas are set against a dark, possibly wooden, structure, creating a geometric pattern of lines and shapes. The overall tone is artistic and modern.

acumen

Acumen's APAC Event:

# Building your revenue management roadmap in an evolving consumer goods landscape in APAC

27th May | 14:00 SGT

# Our next event

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Our next event will be held virtually, bringing together leading consumer goods companies across to discover, learn, interact and shape the future of revenue management together.

This event is aimed at director level revenue management and commercial executives from consumer goods manufacturers across Europe.



# Who attends our events?

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Kellogg's

SANOFI

Carlsberg

Unilever

Pernod Ricard

WILLIAM GRANT & SONS  
INDEPENDENT FAMILY DISTILLERS SINCE 1887

gsk

LAVAZZA  
TORINO, ITALIA, 1895

MoëtHennessey

KraftHeinz

PHILIPS

CAMPARI

Coca-Cola

MARS

Henkel

P&G

HEINEKEN

Kimberly-Clark

Johnson & Johnson

Beam SUNTORY

DIAGEO

COLGATE-PALMOLIVE

BACARDI

JDE  
JACOBS DOUWE EGBERTS

FrieslandCampina

ABInBev

DANONE  
ONE PLANET. ONE HEALTH

BIC

PEPSICO



# What to expect...

Our upcoming virtual revenue management forum will include a variety of presentations from top quality speakers, panel discussions, solution demonstrations and virtual networking. Our agenda is set to include presentations and panel discussions on:

- The rapid growth of E-commerce in Asia: How consumer goods companies can stay competitive online
- Emerging from Covid-19: Understanding new consumer trends and translating these back to a RGM strategy
- Advanced tools in emerging markets: making more informed decisions in fragmented trade

Attendees will leave with:

- Revenue management best practice from across the FMCG industry
- An expanded network of revenue management experts and colleagues
- Thoughts & ideas to take back to your business
- New points of view from a variety of presentations on the latest industry trends

The full agenda will be published and emailed to delegates ahead of the event.



# How does it work?

We will be using the virtual conferencing software, 'Remo' to facilitate the event. The platform is intuitive and easy to use, so you will be able to join and participate in the event with ease. Remo uses video conferencing technology, allowing attendees to move around and network with different tables, as well as watch presentations and panel discussions from our speakers.

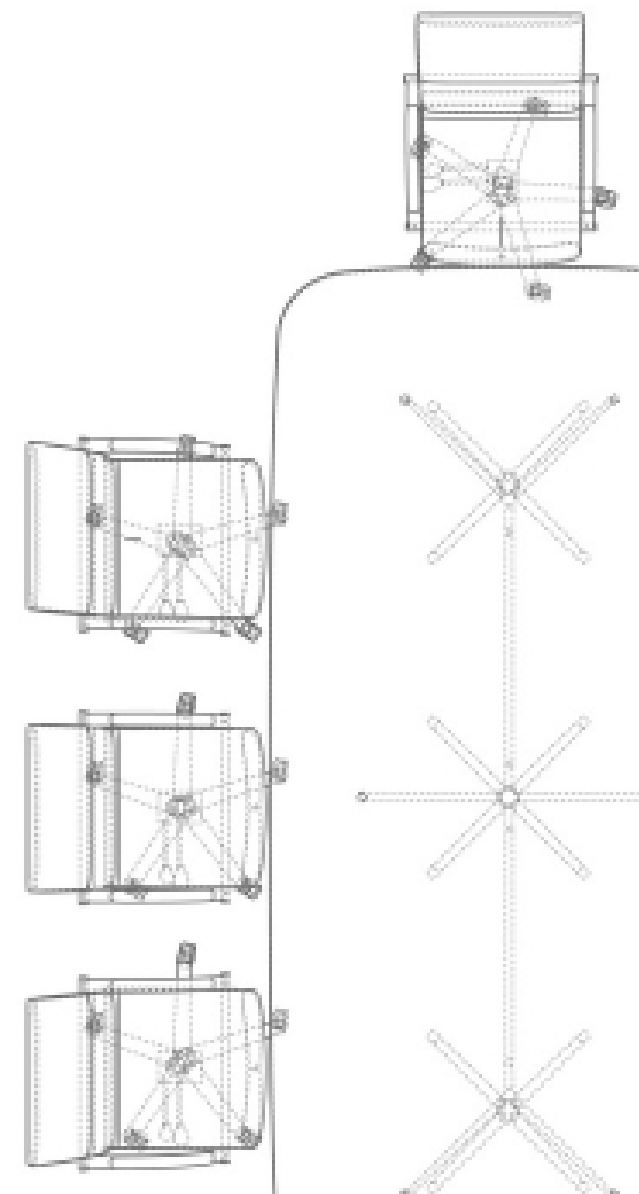
# What our attendees thought...

Through our virtual events we have received some great feedback. Here's what the attendees thought:

"The topics and presentations were very interesting and shared thoughts and ideas on how the COVID outbreak impacts the future of our industry and RGM"

"There was a good blend of content, appropriate level of breaks and all conducted in a nice manner – overall, I very much enjoyed the event!"

"The event provided a good mix of presentations and panel discussions on a really dynamic meeting platform"





# The purpose of our events

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Our events are a gathering of consumer goods professionals and revenue management experts, and a forum for discussing the latest revenue management knowledge in the industry. Acumen events are an opportunity for consumer goods professionals across the globe to discover, learn, interact and shape the future of revenue management together.

# 1

## Best practice sharing

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Our events feature revenue management best practice from across the FMCG industry and aim to answer the key business questions FMCG organisations face. We show you how revenue management can be driven as a core discipline across the organisation, and how it can be used as a growth lever to achieve your business goals.



# 2

## New points of view

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Our events aim to bring in fresh perspectives through a variety of presentations on the latest industry trends, leveraging new technologies and embedding more efficient ways of working. Speakers at our events come from a variety of blue-chip businesses with years of experience in the consumer goods industry, guaranteed to change your perspective and inspire your teams.

# 3

## Practical takeaways

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As well as our speaker led presentations, our events feature a blend of question panels and facilitated workshop sessions, so attendees will have the opportunity to share their ideas, discuss common challenges and begin to work through new concepts and processes to take back to the business.

# 4

## Meeting new people

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Our events are aimed at an expanded network of revenue management experts and aim to achieve a balance between learning and networking. They are a chance to exchange pain points and ideas with plenty of breakout sessions and networking opportunities throughout the day.



Our previous virtual  
events:

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Overall Experience score\*

8.6/10

Quality of the content:

8.6/10

Quality of the platform  
(Remo)

9/10

## Find out more

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This event is aimed at director level revenue management and commercial executives from consumer goods businesses across Europe. If you are interested in securing a delegate place, please get in contact with Antonia Benson, at: [antonia.benson@acumenci.com](mailto:antonia.benson@acumenci.com) for more information.



[www.acumenci.com](http://www.acumenci.com)