

SUPPLIER COMMUNICATION PROGRAM





Welcome

As a service to our Retail Members, RVCF will develop, execute and oversee a Merchandise Supplier Management Program customized to meet your needs. Funding is flexible as well with various options available – some at little or no cost to you.



Welcome

Our customizable multi-channel approach can include all or any combination of the following:

- ▶▶ **RVCF Merchandise Supplier Summits** - on-site training events in regional venues, geared towards your top tier suppliers
- ▶▶ **Web-Based Training Programs** - offered through “No Vendor Left Behind,” our joint initiative with Attain Consulting Group, these live and recorded webinars are typically geared towards your 2nd and 3rd tier suppliers
- ▶▶ **Ongoing Training Program for your New, Regional and Seasonal Suppliers** - also offered through our “No Vendor Left Behind” format, these live and recorded webinars will help on-board new suppliers, refresh seasonal suppliers & provide updates and self-service reference information



Welcome

Participation in RVCF's collaborative Supplier Communication Programs benefits our Retail Members by improving their supplier performance and reducing costs in the supply chain. These programs provide multiple forums to allow you to reach top tier and non top tier vendors, present new initiatives, accelerate their adoption and improve your trading partner relationships.



About **RVCF**

The Driving Force in Collaboration

The Retail Value Chain Federation (RVCF) is a neutral, independent retail organization that facilitates trading partner collaboration to enable industrywide growth and profitability. We promote best practices, industry initiatives and collaborative solutions that make it possible for retailers and suppliers to optimize supply chain operations and meet the ever-increasing expectations of the end consumer.



About No Vendor Left Behind

No Vendor Left Behind is a collaborative effort developed by **RVCF** and **Attain Consulting Group**, designed to help retailers empower their vendors to do a better job of meeting compliance requirements and managing the process.

No Vendor Left Behind helps retailers ease the burden of training and communication to second and third tier vendors by **providing the necessary tools, skills and strategies** to better meet business requirements and improve the overall trading partner relationship.

Working with individual retailers to design customized programs tailored specifically for their vendors, **No Vendor Left Behind** develops **innovative web-based programs** customized specifically for their suppliers, turning the “what” into the “how.”

Like the **RVCF** Merchandise Supplier Summits, **No Vendor Left Behind’s** professional staff will handle all of the details from start to finish, including webinar content development, supplier communication & registration, webinar hosting, training delivery and follow-up all at no cost to you.



RVCF Supplier Summit

Key Benefits

We provide the venue for you to meet with your suppliers to ensure that program initiatives are being met. RVCF provides the following:

- ▶ **Pre-planning** - The RVCF Project Team will assist in assessing your program design and development along with space planning needs and time requirements. We will help you develop an agenda that addresses all of the relevant information you need your suppliers to know and understand. We will secure event venue and travel arrangements for your team at no additional cost.



RVCF Supplier Summit

Key Benefits

- ▶▶ **Preferred pricing** - a unique promotion code will be provided offering your invited guests the lowest registration rates available. Those attending from out-of-town may take advantage of our negotiated hotel rates for an even greater savings. All meals and networking activities included as well.



RVCF Supplier Summit

Key Benefits

- ▶▶ **Promotion** – we will work with you to publicize your programs by:
 - Including your program descriptions on our website and emails
 - Promoting your programs in our event publicity
 - Assisting you in creating the message to your suppliers from drafting verbiage to providing schedules for timely communication
 - Ensuring appropriately qualified attendees
 - Providing registration lists



RVCF Supplier Summit

Key Benefits

- ▶ **Preparation** - our marketing department is ready to assist by providing a co-branded template for your presentations and collateral, RVCF logo and event links for use in your promotional communications and detailed instruction on shipping procedures.



RVCF Supplier Summit

Key Benefits

- ▶ **Session management** - RVCF will secure the event venues, prepare and distribute program materials and manage registrations. RVCF will handle all on-site event management to ensure that your session runs efficiently and smoothly.



RVCF Supplier Summit

Timeline

To assist in the planning process and ensure that your session is a success, please review the following time line:

Five Months Prior

- ▷▷ Commitment to session participation including:
 - Length of meeting (1/2 day, full day)
 - Meeting title
 - Presenters (name, title and remote contact information)
 - Core issues discussed
 - Who can/should attend



RVCF Supplier Summit

Timeline

Five to One Months Prior

- ▶▶ Promote session to your suppliers for registration
(estimated \$199 - \$249 depending on venue)
- ▶▶ Co-branded templates distributed to presenters

One Month Prior

- ▶▶ Final agenda, speaker headshots and bios due

Three Weeks Prior

- ▶▶ RVCF special negotiated hotel rate will expire

Two Weeks Prior

- ▶▶ Last day to register at “Regular” promotional rate *(estimated \$199 - \$249 depending on venue)*; “Late” registration will be in effect



RVCF Supplier Summit

Timeline

One Week Prior

- ▶▶ Presentations due; please submit to **Susan Haupt** at shaupt@rvcf.com
- ▶▶ If materials have have been shipped, tracking information is due to **Susan Haupt** at shaupt@rvcf.com

One Day to One Week After

- ▶▶ Debrief of summit session
- ▶▶ Send follow-up survey to all attendees, compile responses and present results to you
- ▶▶ Discuss “next steps” if applicable



No Vendor Left Behind

Key Benefits - Web-Based Training Program

To help ensure that your “No Vendor Left Behind” Webinar Program is a success, NVLB provides our Retail partners with the following:

- ▶▶ **Development of Training Materials** - we will work with you to develop the training curriculum, gather available documentation and discuss current vendor issues and solutions. This includes preparing a draft, reviewing and finalizing all training materials



No Vendor Left Behind

Key Benefits - Web-Based Training Program

- ▶▶ **Webinar Communication, Registration & Delivery** - you can choose your level of involvement in all phases of the program:
 - You may decide to communicate the webinar training program to your suppliers or provide NVLB with your supplier list and let NVLB handle the process and follow-up
 - Registration is easily handled by enabling suppliers to “click through” to a secure retailer branded registration page on our NVLB website
 - The roles during actual webinar training can range from your representatives narrating the bulk of the training discussion, to NVLB providing the training and you responding to questions and providing any necessary clarifications
 - All webinar sessions will be recorded for future on-demand viewing



No Vendor Left Behind

Key Benefits - Web-Based Training Program

- ▷▷ **Promotion** – we will work with you to publicize your Webinar Program:
 - Including your webinar’s program description on our websites and emails
 - Promoting your program in event publicity
 - Assisting you in creating the message to your supplier from drafting verbiage to providing communication outlets
 - Providing registration lists and program reports



No Vendor Left Behind

Key Benefits - Web-Based Training Program

Ongoing training for your New, Regional & Seasonal Suppliers will be managed through NVLB in a similar process to the web-based training outlined above.

Specifics to be addressed during ongoing training might include:

- ▶▶ On-boarding new suppliers regarding your key compliance processes & requirements
- ▶▶ Refreshing seasonal suppliers on common issues or updated requirements
- ▶▶ Updating suppliers on new processes & requirements
- ▶▶ Self-service reference materials for suppliers who need a “refresher course”



No Vendor Left Behind

Timeline

To assist in the planning process and ensure that NVLB webinars are a success, we recommend the following time line:

Twelve to Eight Weeks Prior

- ▶▶ Final agreement from you to move forward with NVLB webinar program(s)
- ▶▶ Begin collaborative development of the program, including:
 - Webinar date(s), time(s) (ET - start & finish)
 - Curriculum to be covered
 - Names and contact information of your personnel to be involved in the NVLB webinar development (assist NVLB in fact gathering, training, document review and potential webinar presenter)



No Vendor Left Behind

Timeline

Ten to Six Weeks Prior

- ▷▷ NVLB will work with you to gather information for training documentation
- ▷▷ Development of webinar training content drafts
- ▷▷ Review of webinar training drafts with your personnel
- ▷▷ Development and review of follow-up survey



No Vendor Left Behind

Timeline

Six to Four Weeks Prior

- ▶▶ Finalize promotional strategy and communication “message” to suppliers
- ▶▶ Send out initial communication to suppliers regarding NVLB training
- ▶▶ Send out follow-up/reminder emails to suppliers regarding NVLB training
- ▶▶ Promote training to your suppliers for registration



No Vendor Left Behind

Timeline

Two to One Weeks Prior

- ▷▷ Finalize webinar training drafts
- ▷▷ Finalize follow-up survey
- ▷▷ Finalize presenter strategy and “assign” roles



No Vendor Left Behind

Timeline

One Week to One Day Prior

- ▶▶ Dress rehearsal with all presenting parties and final training documents
- ▶▶ Send training document(s) to registered attendees as agreed upon



No Vendor Left Behind

Timeline

One Week to One Day to One Week After

- ▷▷ Debrief from training webinar
- ▷▷ Send follow-up survey to all attendees, compile responses and present you with the results
- ▷▷ Discuss “next steps” if applicable



Contact Us



▶▶ Please click <http://ow.ly/l44Tx>



▶▶ Please email info@novendorleftbehind.com