Sofitel Chicago Magnificent Mile
17-19 NOVEMBER 2019

Global Forum
2019

PROGRAMME

THE 8TH GLOBAL CEO FORUM

#OPIGF2019
We are delighted you can join us here in Chicago and we trust your time with us is beneficial to your future business plans.

We are working in extremely fast-moving times and no business can avoid feeling the pressure to innovate, evolve and diversify to cope with a continually changing and demanding market. The office supplies market faces its own unique challenges as customers and workplaces rapidly migrate into the digital age. In view of this, we have prepared a comprehensive programme that incorporates the latest trends and strategies to help stimulate thought and debate, as well as help focus your business activities.

The Global Forum provides a unique opportunity to share ideas with industry colleagues as senior executives come together in a spirit of partnership to discuss individual and sector challenges and exchange best practices.

To encourage an atmosphere of openness, all sessions take place under Chatham House rules to ensure you can speak honestly with no fear of being repeated – even by OPI! With this mind, we ask all delegates to be respectful of their colleagues’ privacy when tweeting or using other social media.

To help you get to know your fellow delegates, you can read a profile of all the attendees online at www.opi.net/gfprofiles2019.

If you need any help during the event, please do speak to a member of the OPI team.

We look forward to spending time with you during the Global Forum.

Best wishes

JANET BELL
DIRECTOR
OPI

STEVE HILLEARD
CEO
OPI
**SUNDAY 17 NOVEMBER**

5pm  
Registration  
Foyer, 3rd Floor  

6.30pm  
Drinks Reception & Welcome Dinner:  
Grand Ballroom, 3rd floor  

9pm  
Drinks in the bar

**MONDAY 18 NOVEMBER**

7.00 – 8.15am  
Group buffet breakfast:  
Foyer, 3rd floor  

8.15am  
Opening remarks from the chair:  
Grand Ballroom, 3rd floor  
Steve Hilleard, CEO, OPI  

8.35am  
Customer 4.0: Are you ready for the modern consumer?  
Gordon Christiansen, COO, Highlands  

9.10am  
PANEL State of the industry and channel disruption  
Harry Dochelli, President, Essendant  
Boris Elisman, Chairman, President & CEO, ACCO Brands  
Tonya Horn, President, Rogards Office Plus  
Mike Maggio, CEO, ISG  
Bryan Wight, SVP, Office Depot  
Beth Wright, VP of Sales – Americas, Fellowes  

10.10am  
What’s the outlook for the US consumer and the office supply sector?  
Michael Lasser, Equity Analyst – Hardlines & Broadlines, UBS  

10.45am  
Morning break  

11.15am  
5G in the workplace – transformational impact and challenges  
Andrew Mawson, Managing Director, Advanced Workplace Associates  

11.45am  
PANEL What does it take to excel as a service-based organisation?  
Mark Cooper, President, Avery John Givens, CEO, Source Office & Technology  
Yancey Jones Jr, COO, The Supply Room  
Kim Leazer, CEO, FSIoffice

12.45pm  
Networking lunch

**TUESDAY 19**

7.30 – 8.30am  
Group breakfast: Foyer, 3rd floor  

8.30am  
Opening remarks from the chair  

8.40am  
The Big Interview: Sandy Douglas, CEO, Staples Inc.  

9.30am  
The future of the workplace  
Sarah Oppenhuizen, Director of Interiors & Mike Goetz, Senior Associate, HOK

10.15am  
A return to MPS?  
Sarah Custer, Director of Services & Solutions, Supplies Network

10.45am  
Morning break  

11.00am  
Insight: How the retail landscape and consumer needs are changing, and how that should inform your long-term strategy  
Perry James, President – US Hardlines, The NPD Group

11.35am  
Brand building What does it take and how do we do it?  
David Langdown, Marketing Director, Focus7

12.10pm  
Closing remarks from the chair

12.30pm  
Lunch

2pm  
Close of Global Forum 2019
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8.35am
Customer 4.0: Are you ready for the modern consumer?
• Defining Customer 4.0
• The journey to modern commerce
• Four questions to prepare your business
• Barriers to change
• Envisioning Customer 5.0
Gordon Christiansen, COO, Highlands

9.10am
PANEL: State of the industry and channel disruption
• How is the structure of the industry changing?
• Assessing the impact of the Essendant/Staples merger
• How are the various relationships and channels changing?
• What future consolidation are we likely to see?
Panellists:
Harry Dochelli, President, Essendant
Boris Elisman, Chairman, President & CEO, ACCO Brands
Tonya Horn, President, Rogards Office Plus
Mike Maggio, CEO, ISG
Bryan Wight, SVP, Office Depot
Beth Wright, VP of Sales – Americas, Fellowes

10.10am
What’s the outlook for the US consumer and the office supply sector?
Michael will discuss the outlook for the US consumer and the outlook for the office supply sector. He will leverage his over 10 years of experience of following these sectors. As part of his discussion, he will cover how the US consumer is being impacted by tariffs and other factors, and he will also cover the competitive dynamics within the office supply sector.
Michael Lasser, Equity Analyst – Hardlines & Broadlines, UBS
Michael has been ranked in the top three of the Institutional Investor All-American Research Team surveys since 2014. Earlier in his career, he had senior roles at Lehman Brothers and Barclays Capital.

10.45am
Morning break for refreshments & networking

11.15am
5G in the workplace – transformational impact and challenges
What will be the impact (or absence thereof) of 5G on work and the workplace. Will 5G really live up to the hype? What will it deliver, other than a bigger pipe, that 4G doesn’t already provide? What services might we see evolving in the next 5-10 years, based on this high bandwidth technology and its capability, and how will those services drive change in working practices and the structure of our workplaces? We will also consider how to effectively implement the change mindset necessary to ensure adoption of new practices across the workforce. Designed to provoke debate and encourage a variety of viewpoints, the session will incorporate plenty of time for audience questions, comments and positive interactive.
Andrew Mawson, Managing Director, Advanced Workplace Associates
Andrew is a leading pioneer, thinker and speaker on matters ‘work and place’. He specialises in spanning the worlds of business strategy, organisational design, workplace strategy, workplace design and change management. In his consulting work he has led workplace change management programmes with respected clients including Invesco, Unicef UK, Willis Towers Watson, Direct Line Group, National Rail, Royal Bank of Scotland, Merrill Lynch, BUPA and Interserve. He also worked with the UK Cabinet Office on the ‘agile working’ programmes.

11.45am
PANEL: What does it take to excel as a service-based organisation?
• What is required in terms of changing mind-sets when transitioning to a service-based model?
• What are the potential pitfalls during this transition and how can they be avoided?
• What are the service-based opportunities for manufacturers?
• How independent dealers can differentiate themselves through service excellence
• What’s next in the evolution of services?
Panellists:
Mark Cooper, President, Avery
John Givens, CEO, Source Office & Technology
Yancey Jones Jr, COO, The Supply Room
Kim Leazer, CEO, FSoffice

12.45pm
Networking lunch

1.45pm
Sustainable Development Plans
• Is sustainability overlooked or simply an essential and integrated part of your business?
• What is an SDP?
• How can we engage workforce and customers in sustainability initiatives?
Simone Hindmarch, Managing Director, Commercial Group
Simone was responsible for steering the business ethos of Commercial Group towards a more sustainable stance...
following her ‘Al Gore moment’ in 2006. After attending one of his An Inconvenient Truth lectures with longstanding client Sky, she arranged company-wide viewings of the documentary version and persuaded the Board that ‘sustainability and profitability had to go hand-in-hand’.

2.15pm Transition

2.20pm Roundtable session 1:
Delegates can choose to attend one of the following roundtable discussions, limited to around 15 participants.

1. Becoming a service-based business
Join us in discussing how to transition your team to a service-first based organization. We will discuss the challenges, pitfalls and frustrations as you lead your business to become an organization with service at its core. If this describes your current business philosophy, we’ll explore how to ensure you maintain and strengthen this critical aspect of your company’s identity through the constantly evolving dynamics of today’s workplace.
Moderator: Kim Leazer, CEO, FSIoffice

2. Acquiring and retaining young and diverse talent
In a business that is dominated by white, middle aged men, what can we do to boost diversity in our workforce, in terms of age, gender and ethnicity, and make it more representative of the customers who purchase our products and services? Gordon and Beth will co-host a structured and interactive session which will aim to draw out some practical ways in which we can all address the challenge of acquiring and retaining of new talent.
Moderators: Gordon Christiansen, COO, Highlands & Beth Freeman, Executive Vice President, FSIoffice

3. Supplying the SMB market
How do they procure? What are they looking for? How can we serve them better? Small and medium sized businesses form the backbone of the North American economy, and in order for your business to thrive, it’s essential to understand their requirements, purchasing habits and their business needs are evolving. Yancey will host a lively discussion on how to optimise the service you provide them.
Moderator: Yancey Jones Jnr, COO, The Supply Room Companies

4. Taking e-commerce to the next level
In this session, we will discuss options and share experiences on how to reach the next level. What are the main challenges for dealers today and in the future as regards current e-commerce technology inclusive of wholesaler integration (Essendant & SPR)? How would you prioritise these challenges? What are the key success factors? How could your technology provider, wholesaler and the industry’s manufacturers work better together? How can dealers differentiate on e-commerce platforms? 
Moderator: Brian Bowerfind, President – Distribution Division, ECI
Paul Gatens, VP E-commerce & Marketing, S.P. Richards (first roundtable)
Toni Green, Director – Digital Services, Essendant (second roundtable)

5. Independent dealers
A discussion limited to independent dealers and wholesalers only, considering consolidation, branding, building loyalty, the implications of flux in wholesaling and how to take advantage of disruptive technologies.
Moderator: Tonya Horn, President, Rogards Office Plus

6. What are you doing to embed sustainability in your company/culture/business offering?
Sustainability is shifting to something that’s a business essential, not simply an optional extra. Sustainability is now a competitive advantage. Simone will lead a discussion around the practical ways you can improve the sustainability credentials of your business, overcome the cultural challenges of the transition, and win buy-in from your workforce.
Moderator: Simone Hindmarch, Managing Director, Commercial Group

3.20pm Afternoon break for refreshments & networking

3.50pm Roundtable session 2: Options as above

4.50pm Transition/comfort break

4.55pm A millennial’s experience of the business supplies industry
• What do millennials want from work? What are their career objectives and priorities?
• How FSIoffice is building a working environment to satisfy a younger generation of workers
• How does the industry need to change in order to attract and retain a young and diverse workforce into the future?
Beth Freeman, Executive Vice President, FSIoffice
Beth won Young Executive of the Year in this year’s NAOPAs.

5.25pm Closing remarks from the chair

5.30pm Close of day one conference programme

7pm Drinks Reception & Group Dinner: Truluck’s Restaurant
Sarah joined Supplies Network in 2001. She leads a team of MPS enhancements and vendor integrations.

Sarah Custer, Director of Services & Solutions, Supplies Network
Sarah joined Supplies Network in 2001. She leads a team of MPS solutions and equipment advisors, and a Technical Operations team focused on break-fix service and software solutions. She is responsible for providing critical direction and design of program enhancements and vendor integrations.

9.30am
The future of the workplace
We are living in a time where exponential change is being driven by advances in technology. We are bearing witness to the rapid advancement of new autonomous technology, the emergence of the sharing economy, and the fall of siloed space, all of which will have a profound effect on the spaces we create. But in the middle of all of this there is also a renewed sense of what is driving all this change – the desire to better enable people to live and work in optimum conditions. Hence, we are seeing the parallel rise of the machine age and the rise of the human factor. These two streams are already converging in the workplace and changing not only the tools we use, but when, where and how we work as well. If you are planning workspace for the future, you need to look at providing for a multi-generational workforce, enabled by technology and working in a more agile manner than ever before. The NEXT generational wave is about to hit the workplace and today’s space planning decisions should anticipate them. What will they look like, and what will their impact on the way we work be? And how will new advances in technology impact the workplace going forward? Sarah and Mike will examine the impact these emerging factors will have on us and the workplace of the future.

Sarah Oppenhuizen, Director of Interiors & Mike Goetz, Senior Associate, HOK
Sarah and Mike specialise in conceptual design, space planning, finish and furniture selection, design and detail development, site inspections and construction administration for HOK Chicago’s interior design projects.

10.15am
A return to MPS?
With Staples acquiring one of the leading managed print firms, MPS has come back on the agenda for the business supplies sector.

• Current MPS landscape
• Why consider MPS at this time?
• Engagement options and entry points
• What are the barriers to entry? How can they be overcome?
• What customer service challenges exist in the MPS space?

Sarah Custer, Director of Services & Solutions, Supplies Network
Sarah joined Supplies Network in 2001. She leads a team of MPS solutions and equipment advisors, and a Technical Operations team focused on break-fix service and software solutions. She is responsible for providing critical direction and design of program enhancements and vendor integrations.

10.45am
Morning break for refreshments & networking

11.00am
Insight: How the retail landscape and consumer needs are changing, and how that should inform your long-term strategy
Today’s marketplace is moving faster than ever before and keeping pace with this change is the winning advantage. As the leading provider of market information and advisory services for more than 20 general merchandise industries, NPD truly has the pulse of retail. As NPD’s President, US Hardlines, Perry James combines NPD data and his personal insight in a compelling presentation that highlights the realities of today’s marketplace and the possibilities for where we are headed in the future. Content to include:

• Who’s winning at retail?
  Consumers are spending differently. NPD tracks what they are buying across industries and categories, giving insight into which are thriving and which are challenged

• Online shifting
  This is happening across industries, but the landscape is different industry by industry, with some at saturation while others are just getting started

• Direct-to-consumer and private label
  As brands become retailers and retailers become brands, the right strategies are essential to protect and grow your business

Perry James, President – US Hardlines, The NPD Group
Perry James is president of U.S Hardlines at The NPD Group - which encompasses the office supplies, automotive, home improvement, and major appliance businesses - a position he has held since 2013. Most recently, Perry is also leading NPD’s expanded efforts to build services in B2B marketplaces. Prior to that, he was president of the Home and Office Supplies businesses, and he successfully launched the latter in 2007.

11.35am
Brand building: What does it take and how do we do it?
The future for businesses is in being purpose driven if they want to attract talent to work for them as well as customers to buy from them, and in being brand led if they want to outperform their competitors. The office products sector, at all levels (manufacturers and resellers and as a commercial channel) has generally been very poor in helping businesses to build value. Consumers don’t think in terms of an office products industry, they generally been very poor in helping businesses to build value. Consumers don’t think in terms of an office products industry, they often profess love for stationery but could probably name less than 10 brands. Companies need to develop their future business from the top down - looking at the longer term future and not just tomorrow - with a focus on brand (that being the value in the end-to-end revenue stream of the business, not branding as in a visual identity). David will look at business and personal brand, identify campaignable assets and consider how you can create strategies and collateral to support them.

David Langdown, Marketing Director, Focus7
David has spent 20 years working running dealer groups and 13 years on the BOSS Board. He co-founded Focus7 in 2015.

12.10pm
Closing remarks from the chair

12.30pm
Lunch

2pm
Close of Global Forum 2019
**SUNDAY 17 NOVEMBER**

6.30pm  
Welcome Drinks Reception and Dinner:  
*Grand Ballroom, 3rd Floor*  
Please join us for this informal start to the Forum, where you will be able to meet your fellow Global Forum attendees over dinner.  
The dress code is smart casual.

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**MONDAY 18 NOVEMBER**

7am – 8.15am  
**Group Breakfast:** *Foyer, 3rd Floor*  
An informal buffet breakfast to start the day

12.45 – 1.45pm  
**Group Lunch:** *Foyer, 3rd Floor*  
A relaxed lunch so you can discuss the mornings presentations and spend time with your fellow attendees

7pm  
**Off-site Dinner:**  
Dinner will be held at Truluck’s restaurant. Please join us for an evening of fine food and good company in fabulous surroundings.  
The dress code is business casual.

It couldn’t be easier to find Truluck’s – it is situated directly opposite the hotel!  
**Location:** *Truluck’s, 41 E. Chestnut Street*

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**TUESDAY 19 NOVEMBER**

7.30am – 8.30am  
**Group Breakfast:** *Foyer, 3rd Floor*  
A light buffet style lunch will be served at the end of the conference sessions so if you need to leave promptly you can still enjoy a quick lunch before you depart.
SOCIAL NETWORKING
If you would like to keep the discussion going, please join the following online forums:

LinkedIn
OPI Group
An open forum for all OPI readers: www opi net linkedin

OPI CEO Forum
A private group for Forum attendees: www opi net linkedinCEO

Twitter
www twitter com OPI news #OPIGF2019

Facebook
www facebook com opimagazine

Office Products Women in Leadership (OPWIL) group
Please encourage any women in your team to join: www opwil com

PRESENTATIONS
If you would like a copy of the PowerPoint presentations, these will be available to download from www opi net GF2019qwer
Access to these presentations is for Global Forum attendees only. There will also be information about the speakers should you wish to contact them.

FEEDBACK
We would appreciate it if you could take a few minutes either during the conference or afterwards to give us your thoughts by completing our feedback questionnaire. The survey is available at www opi net gf2019survey.
A link to the online questionnaire will also be emailed to you before and after the event.

FUTURE EVENTS
If you would like to speak or to help with the planning or programme at future Global Forums, please contact Janet Bell: janet bell@opi net

ASSISTANCE
If you need further assistance after the event, please contact Janet Bell: janet bell@opi net or call +44 20 7841 2941

For profiles of speakers and OPI Global Forum attendees, please visit: www opi net gf2019profiles

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