



Sales & Marketing Symposium – Event Wrap Up

Sales and marketing professionals are tenacious and accustomed to discovering new solutions. With the world in a constant state of change, the annual FHCP Sales & Marketing Symposium focused this year's event on how we can navigate the future challenges and opportunities facing our teams and our brands.

On June 3, 2021, with a theme focus on **Navigating the Future with G.R.I.T** — *growth, resilience, inclusion and transformation*, FHCP invited industry experts to virtually discuss important topics on why diversity and inclusion are key to growing businesses, post-pandemic pricing and promotion, consumer tech trends and beating burnout and building resilience.

Diversity and Inclusion

Opening the event, a panel of industry experts discussed diversity and inclusion in the workplace. Moderated by **Taralyn Parr**, [McCarthy Tetrault](#), the panel included a wealth of knowledge from: **Kim Davis**, Senior Executive VP, Social Impact, Growth Issues & Legislative Affairs, [NHL](#); **Bobby Sahni**, Partner & Co-Founder, [Ethnicity Matters](#); and **Lou Strickland**, Country Head & Founder, Blend Community in Canada, [Bayer Inc.](#)



The panel explored the importance of equality and inclusion to growing businesses, including the need for brands to be authentic and honest in where they stand. Consumers can detect authenticity and are choosing to support brands they can trust. The panel also discussed how now more than ever, diversity and inclusion are no longer issues left to be solved by HR or sales and marketing teams. These impact

the success of the entire business and require leaders to take action. When asked how companies can move toward a more inclusive business, the panel agreed on the importance of companies to be continuously educating themselves, looking to the successes of other markets and how they have created inclusive environments, while also conducting regular check ins through surveys or focus groups to give employees and consumers a safe space to provide feedback. ([View Recording](#))

G.R.I.T Minutes

Between speakers, attendees were inspired by 2-minute motivational videos led by [HORN](#) Sales and Leadership Development facilitators, **Graham Kaufman**, **Calvin Strachan**, **Michelle Moore** and **Sean Verhoeven**. With each GRIT Minute incorporating the theme of growth, resilience, inclusion and transformation, a few learnings included strategies to create a growth mindset, the benefits of active curiosity, finding time to be with your tribe, and how to create a mindset to work through transformational change. ([View Growth GRIT Minute](#), [View Resilience GRIT Minute](#), [View Inclusion GRIT Minute](#), [View Transformation GRIT Minute](#))

New 4PS to sustainable growth- post pandemic pricing and promotion

Following the panel, **Ted Nasimok**, Director, Intelligent Analytics at [NielsenIQ](#) spoke of the impact of price sensitivity before and after the new stability period created by Covid-19 and provided guidance on the current market and the potential for changing pricing and trade driven activities in the future.



Ted revealed that we are seeing declines for the first time since the pandemic, following the initial panic buying at the beginning of Covid. However, Canadian shoppers are still looking for deals despite less responsive promoted prices. Promotional elasticity has reduced across all categories studied, making this the right time to consider price increases but very important to plan your pricing strategy based on price sensitivity by item/item grouping and improve trade planning by item/item grouping and retailer. Closing the session, Ted stated, "Now is the time to consider changes to your pricing and promotion strategies to get set up for better times that will hopefully, be in the near future." ([View recording](#))

Technology Innovation

Following a short networking break, attendees heard from Technology Evangelist, [Marc Saltzman](#) who spoke of the migration of innovation and the role of technology in our shopping habits during the

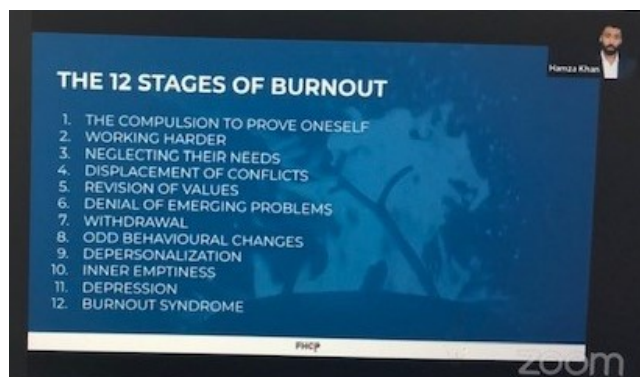
pandemic. Artificial intelligence, data and experiential marketing are all being used to put the consumer experience front and centre.



Sharing illustrations of evolving technology, Marc advised that as we move toward the future, we can expect to see an increase in contactless shopping, interactive displays, retail robots, virtual appointments, chatbots, holograms, flying drones and voice recognition. Social media will continue to influence consumer behaviour, including, as seen during the pandemic, the ability to set trends through Tik Tok and other fast-growing social platforms. [\(View recording\)](#)

Building Resilience

Wrapping up the event, [Hamza Khan](#), multi-award winning marketer and entrepreneur, shared his personal journey on experiencing burnout and shared insights on how to achieve an equilibrium that supports our physical, emotional and mental health. With more than one third of full-time workers globally reporting that they are finding managing work-life increasingly more difficult, burnout is on the rise.



Recognizing the 12 stages of burnout is the first step to finding strategies to moving from a state of chaos to calm. Coined as the DRAGON method, Khan shared tips to develop resilience. Concluding with

specific tactics to reduce stress such as taking more frequent breaks, reducing workload, and prioritizing self-care, attendees were left inspired by the motivational session. [\(View recording\)](#)

