

## ATTRACTIVENESS

### HOW TO BECOME A CUSTOMER OF CHOICE?

06 September 2018

To be the company of choice to gain access to ideas, resources and innovation from suppliers, we need to polish our **attractiveness**.

This webinar session focuses on the situations where we need to catch a rare capability, such as an innovation, a scarce resource, or a unique level of performance, from our suppliers. Which client of theirs is going to catch it first? How can we ensure that we will always be that company who will get more and better than the others?

### Main Discussions

- ✓ In which situations do we need to think about our attractiveness as clients?
- ✓ What is attractiveness made of?
- ✓ What are potential blockers / killers of our attractiveness?
- ✓ Actions to enhance attractiveness



# JOIN US!



## SPEAKER

François Dousset  
EIPM Programmes Director



## FORMAT

Duration of the presentation is 60' followed by 30' Q&A.



## REGISTRATION

Participation is free-of-charge but, as the number of places is limited, registration is compulsory. To register, please visit [www.eipm.org](http://www.eipm.org).



## WHO SHOULD JOIN?

- ✓ Category Managers
- ✓ Key Supplier Managers
- ✓ Purchasing Directors
- ✓ Internal Business Partners of Procurement



## SCHEDULE

Two sessions are planned on the same day, to allow participants from all over the world to join:

### SESSION 1

10:00 Paris  
13:30 Mumbai  
16:00 Shanghai

### SESSION 2

16:00 Paris  
09:00 Mexico City  
10:00 Washington DC  
11:00 São Paulo

