

SPRINGBOARD

THE NEW **VIRTUAL** EVENT

19th JANUARY 2021

RUNNING ON **CGF LEAPFROG ENGINE**

DIGITAL MANUFACTURING & OPERATIONS

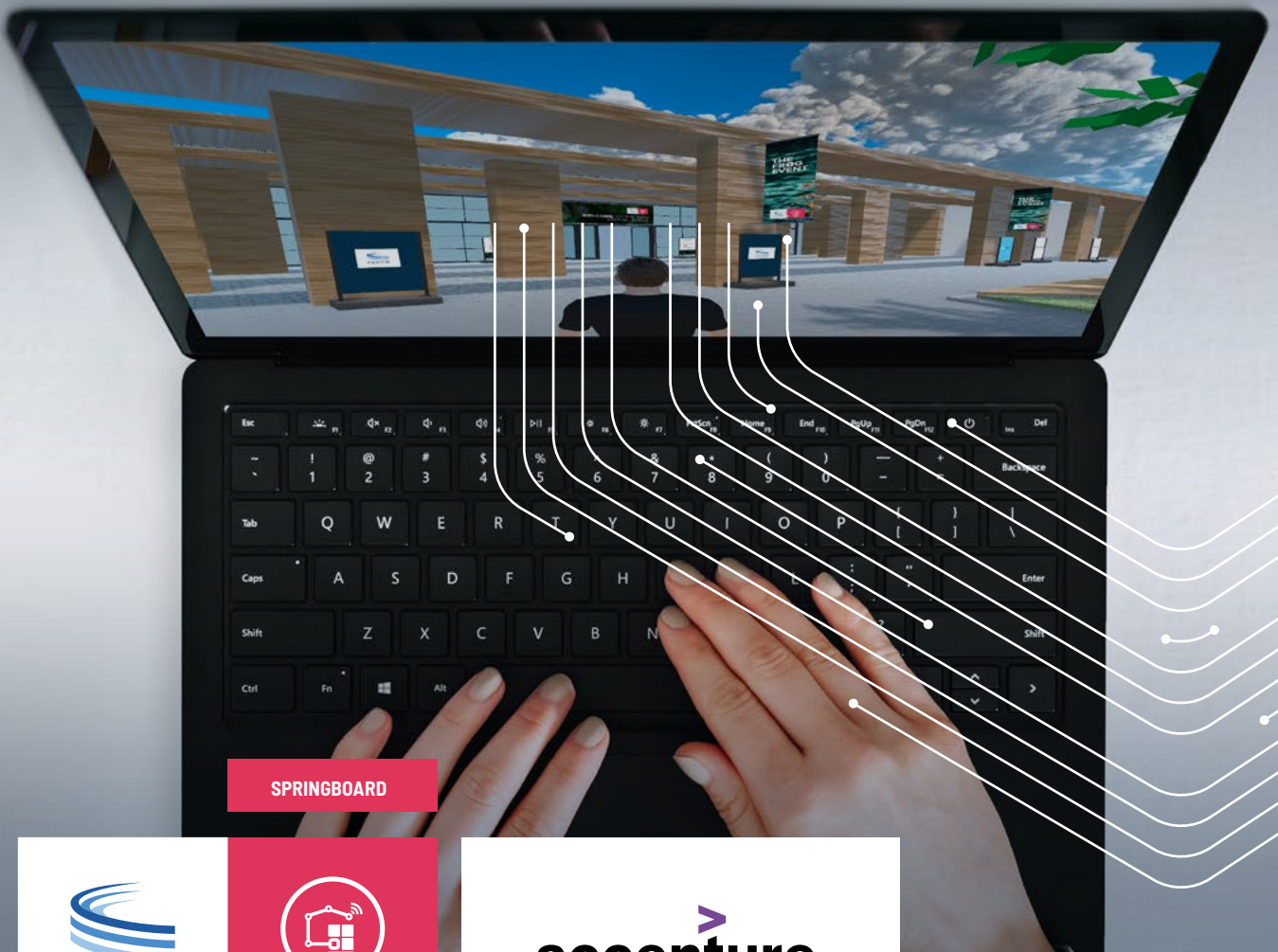
Upcoming Events...

Intelligent Products & Platforms

February 2021

Design to Margin

March 2021



SPRINGBOARD



End-to-End
Value Chain

accenture

NOW MORE THAN EVER, IT'S TIME TO RETHINK THE CONSUMER GOODS INDUSTRY

Consumer goods leaders are redesigning their offerings as well as their operations – C-19 has created the conditions to accelerate that change

Covid-19 has accelerated the shift to digital for consumers across markets, changing the way they engage, shop and consume day-to-day products. Unfortunately, according to recent research, the consumer goods industry is a laggard in digital maturity across operations and product development.

Now more than ever, **consumer goods companies need to reinvent their operations and leapfrog towards digital transformation**, to align with the current market needs, and avoid a progressive erosion of margins and market share, and drive a new level of efficiency and growth.

According to Accenture research, consumer goods leaders are redesigning their offerings and operations across 3 dimensions:

- **Digital Manufacturing & Operations:** accelerating the digital transformation to drive a highly efficient, agile and integrated operations network to drive productivity and growth
- **Intelligent Products & Platforms:** exploring how smart products, packaging & services create new value spaces focusing on consumer experiences and leveraging connectivity

- **Design to Margin:** delivering new experiences at higher margins than ever before, integrating growth and efficiency levers and breaking silos across functions and the broader ecosystem

Bringing together CGF members and other key stakeholders, we invite you to engage in a series of three independent, highly interactive virtual sessions (with each session focusing on one theme) to explore how to transform your operations to be competitive in a post Covid-19 world and beyond.

During the workshops we will:

- **Share** insights leveraging our digital mastery survey (sent prior to the session) and provide personalised feedback on participant's individual maturity and opportunity compared to peers;
- **Inspire** with tangible examples and innovative demos of how leaders are reshaping their operations through new strategies, approaches and technologies; and
- **Exchange thoughts** and share experiences on the transformation journey.

Following the virtual session, each attendee will receive a personalised report showcasing their digital maturity compared to peers and recommended next steps.

Based on the level of interest, we will arrange follow up sessions (physical or virtual) to deep dive into specific topics.

The Consumer Goods Forum and Accenture are delighted to invite senior supply chain, operations and product development executives to this unique Springboard event series.

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**Spaces are limited,
contact us to book
your spot!**

For more information, please contact:

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