

TIME	PRESENTATION	SPEAKER	WORLD OF COCA-COLA
Our Roadmap for Winning Together: Maximize Company and Bottler Long-Term Cash Flow			
3:00	Welcome	Jackson Kelly , Vice President and Investor Relations Officer	Theater
3:05	2020 Vision: Our Roadmap For Winning Together	Muhtar Kent , Chairman and Chief Executive Officer	Theater
3:35	Strategic Context For Our 2020 Vision	John Farrell , Vice President, Strategic Planning	Theater
3:55	Financial Vision	Gary Fayard , EVP, Chief Financial Officer	Theater
4:15	Coca-Cola Refreshment Break	All	Lobby
Develop and Deploy the World's Most Innovative and Effective Marketing: Win with Coca-Cola			
4:35	The World's Most Innovative And Effective Marketing	Joe Tripodi , Chief Marketing and Commercial Officer	Theater
4:50	Win With Coca-Cola — In Action 1. Latin America 2. Delivering World Class Marketing 3. Creating Passion For Our Brands — 2010 FIFA World Cup	1. Jose Octavio Reyes , President, Latin America Group 2. Wendy Clark , SVP, Integrated Marketing 3. Ahmet Bozer , President, Eurasia and Africa Group	Theater
5:35	Q & A	Muhtar Kent and Gary Fayard	Theater
6:05	End of Day Comments	Muhtar Kent	Theater
6:10	Reception	All	Hub Patio
7:00	Dinner	All	Hub
8:00	Introduction Of Keynote Speaker	Muhtar Kent	Hub
8:05	Keynote Address	Guest Speaker	Hub
8:35	Q&A	Guest Speaker	Hub
9:00	Coffee & Dessert	All	Taste It
10:00	Program Ends		

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7:30	Breakfast at your leisure	All	Hub Patio
Attract, Engage and Retain the Best Talent			
8:30	Opening	Muhtar Kent	Theater
Think and Act Like an Integrated Global Enterprise while Intensifying our Local Focus Design and Implement the Most Effective and Efficient Business System / Create Competitive Advantage by Fulfilling our Live Positively Commitments			
8:40	Coca-Cola System Bottler Roundtable:	Muhtar Kent , Chairman and Chief Executive Officer, The Coca-Cola Company John Brock , Chairman and Chief Executive Officer, Coca-Cola Enterprises Terry Davis , Group Managing Director, Coca-Cola Amatil Irial Finan , EVP and President, Bottling Investments and Supply Chain Michael O'Neill , Chief Executive Officer, Coca-Cola Icecek Carlos Salazar , Chief Executive Officer, Coca-Cola FEMSA	Theater
9:30	1. Demand Driven Supply Chain 2. Supply Chain As A Strategic Asset 3. Working As An Integrated Global System	1. Rick Frazier , Vice President, Supply Chain 2. Brian Kelley , President, Still Beverages and Supply Chain, CCNA 3. Ron Lewis , Vice President, North America, Coca-Cola Enterprises	Theater
10:00	Coca-Cola Refreshment Break	All	Hub
Develop and Deploy the World's Most Innovative and Effective Marketing: Aggressively Increase the Value of our Portfolio			
10:30	1. Increasing The Value Of Our Portfolio 2. Juice Leadership 3. A New Culture Of Innovation And Seminar Intro	1. Dominique Reiniche , President, Europe Group 2. Guy Wollaert , GM, Global Juice Center 3. Bilal Kaafarani , SVP, Global Research & Innovation	Theater
11:10	Transition To Innovation Exhibits	All	
11:30	Exhibits: Product & Ingredients Or Equipment & Packaging	Note: Exhibit groups assigned by brand. Please check the back of your name tag	Taste It & 4D Balcony
12:00	Groups Rotate Exhibits	All	
12:10	Exhibits: Equipment & Packaging Or Product & Ingredients	Note: Exhibit groups assigned by brand. Please check the back of your name tag	4D Balcony & Taste It
12:40	Lunch - Innovation Seminars Remain Open	All	Hub & Hub Patio
2020 Vision in Action			
1:40	Winning With Our Geographic Portfolio	Glenn Jordan , President, Pacific Group	Theater
1:50	Accelerating Value Growth In The US	Sandy Douglas , President, Coca-Cola North America Steve Cahillane , EVP and President, North American Group, CCE	Theater
2:10	Making Strong Brands Stronger In The US	Katie Bayne , Chief Marketing Officer, Coca-Cola North America	Theater
2:45	1. Bringing Our Brands To Life Locally In The US 2. Highlights On Coca-Cola United Execution 3. Highlights On Coca-Cola Consolidated Execution	1. Hendrik Steckhan , President and GM, Sparkling Beverages, CCNA 2. Claude Nielsen , Chairman, President and CEO, Coca-Cola Bottling Company United 3. Bill Elmore , President and COO, Coca-Cola Bottling Co. Consolidated	Theater
3:05	Coca-Cola Refreshment Break	All	Hub
3:25	Japan - Growth In An Evolving Developed Market	Daniel Sayre , President, Japan Business Unit	Theater
3:40	China - The Commercial Opportunity Of The 21st Century	Douglas Jackson , President, China Business Unit	Theater
4:10	System Q&A	Muhtar Kent and Gary Fayard	Theater
Our Winning Culture			
5:00	Our Winning Culture	Muhtar Kent	Theater
5:10	Closing Reception	All	Taste It
6:10	Program Ends		