

HAVI Presents: Promotions Management & Program Process Overview

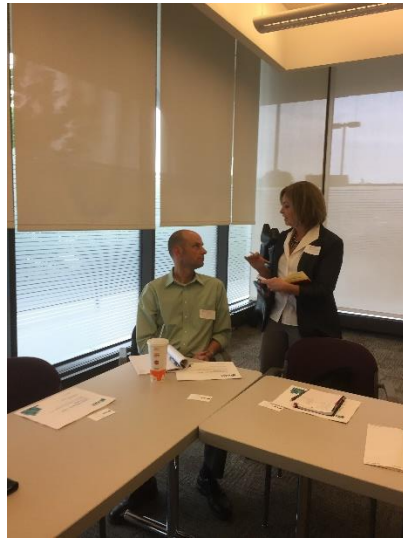
June 26, 2017

HAVI took our members through the process and deliverables associated with the planning, execution, and closing of a McDonald's program. This presentation helped explain how McDonald's & HAVI collaborate to deploy new programs.



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What did people say about this event?

- Liked that McDonald's employees were present. Great way to gain alignment!.
- Clear and thorough presentation. Mike Norkus is terrific.
- Appreciated gaining a better understanding of how Havi interacts with Marketing and Supply Chain.