



**02/10/2015**

8:30 am - 9:00 am

**Registration**

9:00 am - 9:30 am

**Welcome and Group Activity**

9:30 am - 9:45 am

**Evolution of Foodservice Category Management**

Many of the issues foodservice is facing in developing a category management platform have been faced by other industries. Learn about why category management is critical in foodservice and how it has evolved over time.

9:45 am - 10:15 am

**Challenges & Opportunities**

Who drives category management within the organization and what are the challenges in the process? TPG provides an in-depth look at industry and organizational hurdles and opportunities in overcoming them.

10:15 am - 10:30 am

**Break**

10:30 am - 11:45 am

**Full Plate™ Process and Interactive Group Activities**

A deep dive into the 8-step best practice framework known as Full Plate™. Walk through each step of the process and interact with industry peers in team workshops. Learn how to fuel great Cat Man plans through the development of compelling actionable insights, strategies and

tactics.

11:45 am - 12:30 pm

**Lunch**

12:30 pm - 3:15 pm

**Full Plate™ Process and Interactive Group Activities**

Continue to walk through the Full Plate™ process and participate in team exercises and work shops.

3:15 pm - 3:30 pm

**Closing Remarks and Adjourn**