



03/03/2013

12:00 pm

Registration Opens

2:30 pm - 5:00 pm

Special Session for Operators & Small/Midsized Business Manufacturers: Menu Trends
- (Veranda AB)

Datassential explores the major menu trends in commercial foodservice segments, examining the drivers of today and tomorrow

Sponsor Preview - (Red Rock Ballroom)

In thanks to the COEX sponsors, the COEX 2012 Planning Committee hosts this special reception for all sponsors and operator guests.

Grand Opening Reception - (Red Rock Ballroom)

5:45 pm - 6:30 pm

6:30 pm - 8:30 pm

03/04/2013

6:45 am - 7:45 am

Networking Breakfast - (Pavilion/Veranda F)

8:00 am - 8:05 am

Opening Remarks - (Red Rock Ballroom)

8:05 am - 8:40 am

Keynote Speaker - (Red Rock Ballroom)

8:40 am - 10:05 am

Phil Hickey

Hunger Games - The Hour Glass Economy - (Red Rock Ballroom)

Jon Weber, Partner, L.E.K. Consulting

The economic landscape continues to shift the balance of purchasing power from the middle to high and low income earners, resulting in an “hourglass economy.”

Foodservice operators need to stand and take notice, as this phenomenon has real implications for how to drive growth in an otherwise stagnant economy. Learn how you can deploy strategies to unlock opportunities at the top and bottom of the hourglass and avoid getting caught in the middle.

9:55 am - 10:25 am

Beverage Break

10:25 am - 11:40 am

Are you Asking Yourself the Right Questions? - (Red Rock Ballroom)

John Dillon, Vice President of Brand Marketing & Product Innovation, Denny's Full house? How do you keep them coming back? What does value mean to your current guest?

Are you providing them the total experience that demands the price you deserve?

Learn how to drive more revenue from your current guests.

Topic Presenter: John Dillon, Vice President Brand Marketing & Innovation, Denny's Inc.

11:40 am - 12:00 pm

Update on Critical Industry Initiatives - (Red Rock Ballroom)

12:00 pm - 12:45 pm

Networking Luncheon - (Pavilion Ballroom/Veranda F)

12:50 pm - 2:40 pm

Operator Case History Breakouts and Presentation from NPD - (Charleston Ballroom)

Attend these three must see break out session featuring revenue case histories from leading operators and a special session on how changing demographics will and are affecting your revenue stream.

3:00 pm - 4:30 pm

Operator Speed Meetings - (Charleston Ballroom)

Speed meetings provide valuable face-to-face dialogue opportunities between manufacturers and operators. Don't miss this opportunity to meet personally with your current and future customers!

5:30 pm - 7:30 pm

Reception featuring Iron Chef Competition - (Red Rock Ballroom)

03/05/2013

6:45 am - 7:45 am

Networking Breakfast - (Pavillion Ballroom)

8:00 am - 8:20 am

COEX Innovation Awards - (Red Rock Ballroom)

The COEX Innovation Awards honor the industry's cutting-edge operators for their successful innovations in culinary, operations, marketing and service Last year's winners were: Firehouse Subs, Shari's Restaurants, Wendy's and Zaxby's. Join us as

8:20 am - 9:30 am

9:30 am - 10:00 am

10:00 am - 11:10 pm

11:10 am - 12:00 pm

12:00 pm - 12:45 pm

12:50 pm - 2:40 pm

3:00 pm - 4:30 pm

5:30 pm - 7:30 pm

03/06/2013

7:00 am - 10:00 am

we celebrate the 2013 winners.

Total Cost Management - (Red Rock Ballroom)

Dave Donnan, Partner, A.T. Kearney

Beverage Break

How to Build a Frontline That Builds Your Bottom Line - (Red Rock Ballroom)

Mel Kleiman, President, Humetrics

If your organization is going to succeed in today's hyper-competitive times, there is one critical task you and your managers must get right: how you attract, hire and retain great employees. In this fast-paced, engaging session, participants will benefit from new insights and ideas that will make their jobs easier and take the guesswork out of hiring and retaining great people.

Closing Address - (Red Rock Ballroom)

Ginger Gregory, Senior Vice President and Chief Human Resources Officer, Dunkin' Brands, Inc.

Driving the Workforce: The Importance of the Employment Value Proposition

Presentation by Ginger Gerorge, Chief Human Resources Officer, Dunkin' Brands

Networking Luncheon - (Pavillion Ballroom/Veranda F)

Operator Case Histories Breakouts - (Charleston Ballroom)

Attend these three must see break out session featuring revenue case histories from leading operators and a special session Cultural Intelligence-Managing a Changing Workforce. Cultural intelligence session is presented Gerry Fernandez, President & Founder, MFHA

Operator Speed Meetings - (Charleston Ballroom)

Speed meetings provide valuable face-to-face dialogue opportunities between manufacturers and operators. Don't miss this opportunity to meet personally with your current and future customers!

Delivering the Bottom Line Reception - (South Beach)

Networking Breakfast - (Veranda)