

IFMA *presents*

# Marketing & Sales

LEADERS FORUM

Insights & Best Practices that drive Planning & Execution.

AUGUST 5-6, 2014

Rich Products Worldwide Headquarters, Buffalo, NY



## Tuesday, August 5, 2014 "New View" of Foodservice.

1:00 pm - 2:00 pm

### Registration

2:00 pm - 2:15 pm

### Introduction and Foodservice 2020 Update

Foodservice is nearing the top of the Maturity Curve....things must change

complexity must be driven out and hard choices need to be made.

Your go-to-market strategy starts here!

2:15 pm - 3:30 pm

### THE BIG FIVE

Warren Solocheck, Vice President, Client Development, The NPD Group, Foodservice  
Jack Li, Managing Director, Datassential

Datassential and The NPD Group review five key trends impacting foodservice –

what they are, why they matter, and how to address them. Learn too about

Occasions & Eater Types, which offer a new way of examining consumer

behavior and motivations away from home. Plus they will deliver

the Industry Update for the very first time from the all new "Insights Library".

3:30 pm - 4:00 pm

**Break**

4:00 pm - 5:30 pm

**LOCATION, LOCATION, LOCATION!**

Datassential debuts “Food Communities”, a new model for evaluating the dining landscape and its impact on consumer choice. This session also explores proximity analytics and a more meaningful way to determine an operator’s true competitive set.

5:30 pm - 7:00 pm

**Reception**

Mingle and connect with current and new associates.

### **Wednesday, August 6, 2014 Operator Collaboration, "Insights" and "Best Practices."**

8:00 am - 9:00 am

**Foodservice Category Management-Presentation & Panel**

Updates on Foodservice Category Management from a mixed panel of distributors, manufacturers and brokers, that have executed the Full Plate process. Hear first-hand their results of this new program.

9:00 am - 9:15 am

**Break and move to Breakouts**

**Breakouts-all 3 run concurrently. Each is 45 minutes long.**

**Breaks at-10:00-10:10 & 10:55-11:10**

9:15 am - 11:55 am

**Trade Investment at the Operator Location Level**

The advent of operator location level data in Distributor and Operator claims enables

visibility into which trade dollars are producing ROI and which are not...think investment

versus spend. But how exactly? In this session see how to utilize operator data by

organizing your Operator business into four distinct scenarios to identify and drive

scenario-specific marketing and sales activities. This approach advances the thinking

past compliance into all forms of whitespace selling to maximize volume and SKU diversity.

### **Driving Demand-Chains**

A panel of leading operators sit down to help you understand

best practices for driving demand with chain restaurants.

Hear "The Good, the Bad and the Ugly" experiences

as they share real case histories with you and how the manufacturer

can help to co-create demand and more "Good" experiences.

### **Using Data and Insights to Drive Planning & Execution**

You have the data, now how do you turn them into insights?

How do those Insights work to drive Planning and Execution?

Learn Best Practices from Jack Li of Datassential and Warren

Solocheck of The NPD Group as they take you through

this process.

11:55 pm - 1:00 pm

### **Lunch**

1:00 pm - 2:15 pm

### **Driving Demand-Independents**

Roger Toomey, President & CEO, UniPro

Hear from Roger Toomey, CEO Unipro Foodservice, and then a panel of

of foodservice brokers, moderated by Dave DeWalt of Franklin

Foodservice Solutions, as they discuss strategies and best practicesfor

working with the manufacturer to reach the independent restaurateur.

2:15 pm - 3:00 pm

**The Operator Collaboration Model**

A panel of leading operators and manufacturers who have piloted this project will discuss why a 'common language' is becoming increasingly necessary.  
Case histories and Best practices for you to take with you.