



**REGISTER TODAY!**

Hosted by: Tyson Foods

Chicago, IL | August 8-9, 2017

**AGENDA** **Tuesday Aug. 8**

10:00a – 1:00p **Registration**

10:30a – 12:45p ***Optional: Pre-Conference Education Sessions***

10:30a – 11:15a **Selling to the Street**

Datassential shares best practices for targeting, prioritizing, and relating to the independent foodservice operator. Learn how independent operators think and behave, and what they want from their suppliers. This session also covers tips for conducting more effective operator research -- how to ask the right questions and what to keep in mind when interpreting their answers.

11:20a – 11:55a **Key Steps to Optimize your Pricing Strategy**

PROS will share best in class strategies on how to leverage pricing to connect with your customers in the Modern Commerce era. Technology in the food and beverage industry is rapidly changing. Traditional ways of managing your data and customers—like spreadsheets—are no longer sustainable. Today’s buyers are demanding a more personalized and frictionless buying experience. Food and beverage trading partners can provide a B2C-like buying environment for their customers. Join this session to learn more.

12:10p – 12:45p **Using Big Data, Machine Learning and your data to maximize profit**

HAVI takes the mystery out of using Big Data and Machine learning in the foodservice industry. Learn how to maximize ROI with your existing data sources like POS/Sales, Logistics, Marketing, etc. by applying a practical approach to leveraging Big Data and machine learning. The session also provides sample use cases on how to build intelligence into your data and improve decisions relating to sales, marketing and promotions.

1:00 – 1:15p **Changing Foodservice Landscape**

**Warren Solochek, President of Foodservice at The NPD Group; Erin Murray, Director, Custom Solutions at Datassential**

Updated annually and unveiled at the conference, the IFMA Foodservice Landscape and Insights Library are comprehensive resources to aid in your planning. The NPD Group and Datassential will help you understand key dynamics and changes within the channel that will influence your go-to-market planning and execution for the coming year.

**AGENDA**

1:15 –  
2:00p

## **Capitalizing on Chain Delivery & Take-Out**

*Jack Li, Builder at Datassential*

With consumer needs evolving, restaurant chains have ramped up their delivery and take-out services to extend the restaurant experience. A leading chain joins Datassential as they tackle operator strategies and provide implications for food, beverage, packaging and other non-food suppliers.

2:00 –  
2:45p

## **At-Home Foodservice: What does it mean for suppliers?**

*Uwe Voss, Chief Operating Officer & MD at HelloFresh*

In addition to an increase in delivery and take-out, an influx of meal kit providers are hitting the market to directly reach the consumer. This session will focus on how foodservice suppliers can penetrate this growing market.

2:45 –  
3:00p

**BREAK**

3:00 –  
3:40p

## **Manufacturer's Perspective on Meal Kit Partnership**

*Nicole Sorensen, Brand Manager: Fresh Brands, Tyson Tastemakers*

In 2016, Tyson Foods announced the introduction of Tyson Tastemakers, a partnership with Amazon Fresh that provides a curated line of dinner experiences that may be made fresh at home. Tyson Foods executive shares learnings on this new initiative.

3:40 –  
4:15p

## **How to Navigate the Complexity of a GPO**

*Barry Friends, Partner at Pentallct*

As group purchasing organizations (GPOs) expand into more markets and impact a larger percentage of large leverage operators (LLOs) and independents, manufacturers need to make choices. Barry Friends will describe the GPO "landscape," offering insights, rationale, and recommendations around whether and/or how to engage with GPOs for desired outcomes.

4:15 –  
5:00p

## **The GPO/Operator Relationship**

*Michael Dragone, Vice President of Strategic Accounts at Navigator Group Purchasing*

A GPO and an operator customer discuss their relationship including how information is shared, how decisions are made, and what support is necessary from suppliers.

5:15 –  
6:45p

**RECEPTION**



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## AGENDA

**Wednesday  
Aug. 9**

8:00-  
9:00a

### **Best Practices in Marketing & Sales Collaboration**

*Peter S. Pickus, Advisory Leader at CEB, now Gartner*

The world's leading information technology research and advisory company, provides actionable insights on how marketing and sales professionals can work together cohesively and efficiently to drive positive business results.

9:00-  
9:45a

### **Collaboration Opportunities Roundtables**

*Facilitated by Partners at Kinetic12*

Start the day with an interactive roundtable discussion. Connect with marketing and sales peers during small group sessions around collaboration opportunities. Attendees will have an opportunity to choose a discussion topic area of interest prior to the conference.

9:45-  
10:15a

### **Supply Chain Optimization**

*Jeff Schroeder, Managing Partner at Kinetic12*

Whether with limited time offers (LTOs), core menu items or other supplies/equipment, manufacturers and chains struggle to accurately forecast and demand plan system-wide. A group of 50+ organizations, including 15 chains, is working diligently to solve this challenge. Learn about the progress IFMA's Supply Chain Optimization Development Board has made in ensuring product is delivered in the right place, at the right time, in the right quantity.

10:15-  
10:35a

**BREAK**

**AGENDA** **Wednesday Aug. 9**

10:35-11:15a

**Efficiency & Effectiveness of Synchronized Data: What is Bad Data Costing You?**

*Ben Shanley, Senior Vice President, National Foodservice Operations, Coca-Cola North America;* E-Commerce is becoming more prevalent every day and the importance of rich, accurate data is more critical than ever before. Moderated by *Kevin Otto, Senior Director of Foodservice at GS1 North America,* Coca-Cola and Dot Foods will share their story about harnessing the power of standardized product information and data synchronization, driving increases of up to 20% in sales. Is your data producing these kinds of results? Learn what you can do to affect change in your organization, increase sales, and meet consumer demands for accurate and complete data.

11:15-11:45a

**Addressing Labor Challenges: Be a Partner, Not a Vendor**

*Ross Walthall, Director of Foodservice at Cleveland Research Company*  
 At the top of operators' pain points? Labor costs. Led by Ross Walthall, hear how operators are dealing with this challenge and how suppliers can help alleviate these pressures.

11:45 – 12:35p

**Success in Selling to Independents**

*Paul Barron, CEO, Executive Producer & Editor in Chief at Foodable Network*  
 Today's operators are consuming information and trends in an entirely new model, one that defies the past thirty years of foodservice marketing. Foodable Network will reveal data from the longest running index in Foodable Labs as they identify new sectors and professionals that are driving the trends of today. These trends are impacting products and services in a way that is changing model of communication, research and eventually the entire sales cycle.

12:35p

**Concluding Remarks**

Box lunches will be available for attendees to grab-n-go at the conclusion of the program.

**AGENDA** **Wednesday Aug. 9**

1:30-5:30p

**Consumer Planning Program Committee Meeting**  
*Invitation Only*

Following Marketing & Sales Leaders Forum, the CPP committee will meet to review top-line study findings and discuss future research topics. For more information on how to join CPP, please contact [becky@ifmaworld.com](mailto:becky@ifmaworld.com)