



REGISTER TODAY!

Hosted by: Tyson Foods

Chicago, IL | August 8-9, 2017

AGENDA

**Tuesday
Aug. 8**

10:00a –
1:00p

Registration

Optional: Pre-Conference Education Sessions

10:30a –
11:05a

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.

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

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.

1:15 –
1:30p

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.

REGISTER TODAY!

Hosted by: Tyson Foods
 Chicago, IL | August 8-9, 2017

AGENDA **Tuesday Aug. 8**

1:30-
2:15p

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.

2:15 –
3:00p

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

Uwe Voss, Chief Operating Officer & Managing Director 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. A moderated discussion by Managing Partner at Kinetic12, Jeff Schroeder, this session will focus on how foodservice suppliers can penetrate this growing market.

3:00 –
3:15p

BREAK

3:15 –
3:50p

Manufacturer’s Perspective on Meal Kit Partnership

Nicole Sorensen, Brand Manager: Fresh Brands, Tyson Tastemakers; Sarah Hickey, Director of Consumer Insights, Tyson Foods

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.

3:50 –
4:25p

How to Navigate the Complexity of a GPO

Barry Friends, Partner at Pentallact

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.

4:25 –
5:10p

The GPO/Operator Relationship

Michael Dragone, Vice President of National Accounts at Navigator Group Purchasing; Scott Shontz, National Director of Dining Services at Healthcare Services Group

Navigator Group Purchasing, and their strategic business partner Healthcare Services Group discuss their relationship including how information is shared, how decisions are made, and what support is necessary from supplier

5:15 –
6:45p

RECEPTION



REGISTER TODAY!

Hosted by: Tyson Foods

Chicago, IL | August 8-9, 2017

Shaping Strategies Together

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; Tim Hand, 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; Louie Newton, Chief Information Officer, UniPro Foodservice, Inc.
 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 US*, Coca-Cola and UniPro Foodservice 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; Matt Riddleberger, Vice President of Supply Chain Services at Firehouse Subs
 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**

1:00-5:30p **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