



STRATEGIC ISSUES SERIES

NOVEMBER 15, 2016 | EMBASSY SUITES HOTEL O'HARE | ROSEMONT, IL

AGENDA

November 15

9:00am

Registration Open

9:30 –
9:45am

Welcome & Opening Comments

9:45 –
10:15am

Digital – What is it and Why It Matters to Foodservice

Industry & digital executives at Accenture demystify 'Digital' and how digital solutions and business models are already impacting Foodservice players . They will also introduce key digital differentiators for the future.

10:15 –
11:30am

Digital Differentiation – Understanding the New Consumer Journey

Hear about the digital consumer journey and the impact on marketing and product development.

11:30 –
12:15pm

Breakout Discussion & Report Out

Learning from each other is a common and high value feature at all Strategic Issues Series Forums. React to Accenture provided case studies

12:15 –
1:15pm

LUNCH

1:15 –
2:00pm

Digital Differentiation – Growth through Operator Relationships and Collaboration

Learn and discuss digital trends from the operator's perspective, as Accenture industry executives share case studies and insights of how manufacturer can support an operator's digital strategies.

2:00 –
2:45pm

Digital Differentiation – Harnessing the power of analytics

Learn how to take advantage of analytics no matter where a manufacturer is in their digital maturity.

2:45pm

Closing Comments & Adjourn