

MARCH 5-7, 2017
JW Marriott Las Vegas
Resort & Spa

IFMA COEX

A conference created

By operators. For operators.

Leadership | Culinary | Marketing | Supply Chain | Insights

Sunday
Mar. 5

AGENDA

12:00 -
6:30 pm

Registration & Registration Café

3:30 -
5:30 pm

Special Session for Consumer Planning Program Committee

BY INVITATION ONLY (Questions? Contact Mike Schwartz at Mike@ifmaworld.com)

IFMA Consumer Planning Program (CPP) member organizations can kick off the conference with an exclusive trends presentation. As with all CPP meetings, members will have the opportunity to interact during roundtable discussions.

3:30 -
5:30 pm

Special Session for Operators & Small/Midsized Businesses

6:00 -
8:00 pm

GRAND OPENING RECEPTION
Featuring Battle Royale Chef Competition

Monday
Mar. 6

AGENDA

6:45 -
7:45 am

BREAKFAST

8:00 -
8:40 am

Crossing the Generational Divide:

Unlocking the Power of Generations to Grow Your Business

Jason Dorsey, Co-Founder, Millennials and Gen Z Expert and Researcher, The Center for Generational Kinetics

Bestselling author exposes new generational truths that directly impact leaders like you. Jason shares surprising data, firsthand stories and step-by-step actions. You can rely on these actions to drive communication, engagement, recruiting and more.

8:40 -
9:20 am

Consumer Food Journey

Jack Li, Builder, Datassential

Why consumers make the choices they do, at and away from home. A brand new, cutting edge look at the consumer food journey and the impact those food occasions have on future operations.

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AGENDA

9:20 -
10:00 am

At-Home Foodservice: Back of House to Their Front Door

Foodservice is no longer defined as prepared food eaten away from home. From meal kits to third-party delivery services, disruptors are changing the way consumers order and consume food. Industry executives discuss the impact these disruptors have on operations.

- Todd Kronebusch, Vice President Of Guest Experience & Innovation, Buffalo Wild Wings
- Prahar Shah, Head of Business Development, DoorDash

10:00 –
10:30 am

BREAK

DEEP DIVE SERIES: 10:30-11:10 am and 11:20-12:00 pm
Sessions repeat three times; choose from options below.

Menu Trends

Expectations toward menus, ingredients and transparency is impacting innovation across all segments. Learn more about what's hot and new.

- Colleen McClellan, Director, Datassential

Assured Supply Best Practices

Whether core menu item or LTO, forecasting and demand planning can be challenging. Learn the industry's newest best practice in Assured Supply.

Commodity Pricing

With fluctuating commodity pricing, attendees will learn the latest news on what to expect over the next year and strategies to manage.

- Matt Bennett, Strategic Consultant, Food & Consumables, PROS
- John Dillon, Strategic Pricing Manager, Cargill,

Localization

How to recognize local, but stay true to the core brand. Meeting the needs and demands of today's consumer.

Delivery Solutions

With the continued growth of food consumption off-premise, we take a deep dive into innovative, cutting-edge ways to deliver quality product to the customer.

- Joe Pawlak, Managing Principal, Technomic

Best Practices in Customer Segmentation

To scale efficiently and effectively, brands need to focus on the right customer. The key to doing so is through customer segmentation.

- Ira Blumenthal, Founder, CO-OPPORTUNITIES

12:00 –
1:00 pm

LUNCH

DEEP DIVE SERIES, continue: 1:00-1:40 pm

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Monday
Mar. 6

AGENDA

2:45 –
5:15 pm

Operator Speed Meetings

Speed meetings provide valuable face-to-face dialog between manufacturers and operators. Don't miss this opportunity to meet personally with your current and future supply chain partners!

5:30 –
7:30 pm

EVENING RECEPTION
featuring Battle Royale Chef Competition

Tuesday
Mar. 7

AGENDA

6:45 –
7:45 am

BREAKFAST

8:00 –
8:20 am

COEX Innovation Awards & 2017 Silver Plate Class Announcement

8:20 –
9:05 am

World of Digital: What's Working, What's Not

Competing for that "share of stomach" has never been more challenging. Today, if you are not on your game, how you embrace technology will impact the success of your operation. Carman Wenkoff, Chief Information Officer and Chief Digital Officer at SUBWAY® and Geoffrey Deines, Managing Director at Accenture will help you focus by sharing a deep exploration into what makes brands successful in the digital world

9:05 –
10:00 am

Legislative Impacts: How to Stay Ahead

Cicely Simpson, Executive Vice President, Policy and Government Affairs, National Restaurant Association, provides the latest updates on a variety of pending legislation including healthcare benefits, minimum wage and menu labeling laws, and how the outcomes of these rulings will impact the industry. Dawn Sweeney, President and CEO, National Restaurant Association, will lead a panel of executive operators.

10:00 –
10:30 am

BREAK

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Tuesday
Mar. 7

DEEP DIVE SERIES: 10:30-11:10 am and 11:20-12:00 pm
Sessions repeat during each time period; choose option below.

Joint Employer Threat

A deeper dive into the NLRB and the expanding Joint Employer threat to the franchise business model.

- Matt Haller, Senior Vice President, IFA
- Bob McDevitt, SVP Franchise Development, Golden Corral

Employer of Choice: Attracting & Retaining Millennials in the Digital Age

We take a firsthand look at the management of millennials from a labor and engagement standpoint. True insights on what makes this generation tick and how to make them stars!

- Chris Malone, Managing Partner, Fidelum Partners

Digital Marketing

Understand best practices in digital marketing and how to best reach the consumer through this avenue

- Karlin Linhardt, Digital Strategy & Solutions - QSR/Restaurants, Accenture

Global Supply & Demand

An in-depth look at how to build demand and distribute/source products around the world.

- Steven Rodgers, Vice President Business Development, HAVI
- Nilesh Patel, Director of Supply Chain & Finance, Taco Bell International

Turning Insight Into Action

Data is meaningless unless it helps make decisions that have measurable impact. Learn how to turn big data into meaningful action

Managing a Profitable Menu

Best practices for pricing a menu and operating a restaurant for maximum profitability.

12:00 –
1:00 pm

LUNCH

DEEP DIVE SERIES, continue: 1:00-1:40 pm

2:10 –
3:10 pm

Converting LTO to Core Item

What makes an LTO “stick”? Industry executives provide perspectives on the role of LTOs – how chains use them and what consumers think about them – sharing insights and best practices on how to convert limited time offerings to permanent menu items and how to capture these wins for your business.

3:10 –
4:00 pm

Closing Keynote Address

5:30 –
7:30 pm

CLOSING RECEPTION