

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

Sunday
Mar. 5

AGENDA

12:00 -
6:30 pm

Registration

12:00 -
4:00 pm

Registration Café

3:20 -
4:20 pm

Special Session for Consumer Planning Program Committee

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

During this exclusive, interactive session for IFMA Consumer Planning Program members, leading chain operators will provide their perspectives on key findings from the recently released 2016 Consumer Planning Program report.

- Gary Bales, Chief Marketing Officer, FOCUS Brands
- Annica Kreider, Vice President Brand Development, Mellow Mushroom

4:30 -
5:50 pm

Winning with LTOs: It's All About The Crave

Datassential shares winning strategies for creating unique and crave-worthy limited time offers. This session is all about the food -- what consumers want in a great LTO, and how best to execute against those needs. Following the presentation, attendees will meet in round table discussions to learn from each other and share perspectives on the topic.

6:00 -
8:00 pm

GRAND OPENING RECEPTION
Featuring Battle Royale Chef Competition

Monday
Mar. 6

AGENDA

BREAKFAST

6:45 -
7:45 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 at Datassential takes a look at 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. This session also features insights from Datassential's landmark study on "Foodservice @Home", which is the next major growth frontier for our industry.

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Monday
Mar. 6

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.

- Dave Baer, President, Firenza Pizza
- 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.

Science, Robots & The Taboo-Trends Driving Behavior in 2017

What exactly is 'Food'? The question seems to be relatively easy but, is it? Colleen McClellan, Director at Datassential, will share how our changing demographics' food and flavor expectations cross with healthy 3.0 and the role science is playing. The session will look into the future of foodservice at home and preview early stage flavors projected to boom in the years ahead.

Supply Chain Optimization: Right Place, Right Time, Right Quantity

Whether core menu item or LTO, forecasting and demand planning can be challenging and costly if not managed properly. Learn about the development plan for this new best practice in Supply Chain Optimization. Research will be presented by Kinetic 12 Consultants, outlining the core issues this best practice will address.

Commodity Pricing

With fluctuating commodity pricing, attendees will learn the latest news on what to expect over the next year and strategies to manage from Matt Bennett, Strategic Consultant, Food & Consumables at PROS, and John Dillon, Strategic Pricing Manager at Cargill.

Localization

Emily Patterson, Director of Marketing at Culver's Franchising System, Inc. discusses how to recognize local and stay true to your core brand. How to meet the needs and demands of today's consumer.

Delivery Solutions

With the continued growth of food consumption off-premise, Joe Pawlak, Managing Principal at Technomic takes a deep dive into innovative, cutting-edge ways to deliver quality product to the customer.

Best Practices in Customer Segmentation

To scale efficiently and effectively, Ira Blumenthal, President at CO-OPPORTUNITIES, Inc. discusses the importance of brands focusing on the right customer through targeted customer segmentation.

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IFMA COEX

A conference created

By operators. For operators.

Leadership | Culinary | Marketing | Supply Chain | Insights

**Monday
Mar. 6**

AGENDA

12:00 –
1:00 pm

LUNCH

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

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, how you engage the customer using digital capabilities will impact the success of your brand. Carman Wenkoff, Chief Information Officer and Chief Digital Officer at SUBWAY®, and Geoffrey Deines, Managing Director at Accenture will provide ideas and opportunities 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 of the National Restaurant Association, will lead a compelling panel discussion.

- Alfredo Ortiz, President & CEO, Job Creators Network
- Louis Basile, President, Wildflower Bread Company
- Joe Essa, President, Wolfgang Puck Worldwide

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

Chris Malone, Managing Partner at Fidelum Partners takes 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.

12:00 –
1:00 pm

LUNCH

Digital Marketing

Understand best practices in digital marketing and how to best reach the consumer, led by Karlin Linhardt, Digital Strategy & Solutions, Accenture.

- Ingrid Martinez, VP of Marketing & IT, Pollo Campero
- Stevie Liang, VP Digital Engineering & Services, Focus Brands
- Candace LaRocca, Director of Brand Experience, Crushed Red

Navigating Global Growth

Steven Rodgers, Vice President Business Development at HAVI, and Nilesh Patel, Senior Director of International Supply Chain & Finance at Taco Bell International, share an in-depth perspective on global expansion including the opportunities, challenges, and approaches Operators need to consider as they grow internationally.

Turning Insight Into Action

Data is meaningless unless it helps make decisions that have measurable impact. Quinn Adkins, Director of Menu Development at Culver's Franchising System, Inc. and Tony Benedict, Executive Corporate Chef at Sargento Foods explore how to turn data into meaningful action.

Managing a Profitable Menu

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

- Danny Bendas, Managing Partner, Synergy Restaurant Consultants
- Randy Lopez, Brand & Marketing at Synergy Restaurant Consultants

2:00 –
3:30 pm

The DNA of a Limited Time Offer: What makes them "stick"?

What makes an LTO "stick"? Ira Blumenthal, President at CO-OPPORTUNITIES, Inc. will lead a discussion 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.

- Jack Li, Builder, Datassential
- John Dillon, Chief Marketing Officer, Denny's
- Dominic Losacco, Vice President of Marketing, Moe's Southwest Grill

5:00 –
7:00 pm

CLOSING RECEPTION