

growth. leadership. innovation



denver, co. | october 12-14

AGENDA

fastcasualsummit.com

SUNDAY, OCTOBER 12

10:00 AM – 3:00 PM
Registration Opens

11:00 AM – 3:00 PM
Fast Casual Food Tour

Join fast casual restaurant executives and other Summit attendees as they tour and eat out at some of Denver's local fast casual restaurants. Stops on the tour will be announced at a later date.

Sponsored by SpenDifference

5:00 PM – 6:00 PM
Keynote Session

The Cold, Hard, Ugly Truth About Success

Larry Winget is known as the Pitbull of Personal Development®, the Rockstar of Personal Finance and has been called the King of Common Sense. His talk pulls material from three of his bestsellers, Shut Up, Stop Whining & Get a Life, It's Called Work for a Reason and People Are Idiots and I Can Prove It. Larry attacks traditional business wisdom and offers simple truths in his caustic, thought-provoking, and hilarious style. He offers a realistic approach that will work for anyone, at any time and in any business. The principles he discusses are the foundation for true success and can be applied to life, money, parenting, customer service, sales, leadership and more.

Larry Winget | Bestselling Author | Speaker | TV Personality

Sponsored by Grey Poupon

6:00 PM – 8:00 PM
Opening Reception

After the opening keynote, get ready to mix and mingle over cocktails and hors d'ourves.

Sponsored by Philips



MONDAY, OCTOBER 13

7:00 AM – 8:00 AM

Breakfast and Registration

8:00 AM – 9:00 AM

Breakout Sessions

State of the Industry

Industry experts weigh in on everything from menu trends to health care and how government regulations will affect your business.

Suzu Badaracco | Toxicologist | Chef | Dietitian

Betsy Craig | CEO and Founder | MenuTrinfo

**Don Fox | Chief Executive Officer |
Firehouse Subs**

Sponsored by DIRECTV

Creating the Ultimate Customer Experience

Restaurant concepts today need to create an atmosphere of engagement and interaction throughout their entire operation in order to deliver an exceptional customer experience. Concepts who add an emotional connection to that experience will then create brand advocates for life. In this session, panel members will discuss industry best practices for driving brand awareness, customer engagement and loyalty.

Robert Baxley | COO | Zaxby's

Nick DeCarlo | Dir. of Restaurant Solutions | The Wendy's Company

Shannon "Peacasso" Seip | Co-founder | Bean Sprouts Café & Cooking School

Moderator:

Dan McAllister | GM & VP, Americas | Scala

Sponsored by Scala





AGENDA

MONDAY, OCTOBER 13

9:30 AM – 10:30 AM

Breakout Session

How Sustainability Equals Profitability

About 63 percent of consumers say they are more likely to visit a foodservice operation they view as socially conscious, according to Technomic, and that can include a number of different elements from humane treatment of animals to conservation to local community involvement. Although most operators want to meet these initiatives to remain competitive, the biggest obstacle they face is the higher costs associated with them. Consumers, however, expect restaurants to exhibit social consciousness and sustainability points at any cost. This session shows operators how to meet customer demands without losing profits.

Scott Davis | EVP and Chief Concept Officer | Panera Bread

Marc Simon | President & CEO | Rubio's

Moderator:

Mike Kapalko | Customer Brand & Sustainability Manager | SCA Americas

Sponsored by SCA

11:00 AM – 12:00 PM

Breakout Sessions

Make Mega Shift to Mobile CRM: Keep Customers Coming Back (with new friends)

Managing customer relations is no easy task, which is one reason so many restaurants are opting to use mobile technology to do it for them. In this session, you'll learn how using mobile apps for consumer engagement, customer analytics, and integration with POS and social media can lead to sales increases, higher customer participation rates, 50 percent-plus repeat rates and new customer referrals.

Sponsored by Punchh

Going Beyond Digital Menu Boards

The use of digital menu boards and signs in restaurants is more prevalent than ever, but how can restaurant operators get the most out of them? This session not only looks into how to create digital messaging but also when and how to use it.

Paul Flanigan | Executive Director | Digital Screenmedia Association

Sponsored by Philips

Getting Your Beverage Offerings on Trend

Innovation is key when it comes to driving profitability with beverage offerings. From coffee and tea to cocktails, juice and smoothies, learn what's trending and how to expand and market new beverage offerings.

Elizabeth Friend | Sr. Analyst | Euromonitor International

Joe Knauss | Corporate Chef Global Accounts | Manitowoc Foodservice

Andy Wiederhorn | CEO | Fatburger

Moderator:

Steven Carvell | Professor & Director | Cornell University

Sponsored by Beverage Innovations



AGENDA

MONDAY, OCTOBER 13

12:30 PM – 1:30 PM

Working Lunch (Keynote)

Transformation Stories: How Marriott International is Competing in the Fast Casual Space

Lon Southerland, former sr. director global food and beverage for Marriott International, will describe how and why he chose to break from the standard hotel buffet options to create The Bistro, a fast casual concept inside Marriott lobbies that serve more than 50,000 guests a day, while maintaining its reputation as a sustainable brand with healthy menu items. Southerland will speak about the strategies he's used to grow the concept to 750 units in just a few years and will share his expertise on transforming menus, launching F&B promos and creating partnerships to help grow brands.

Lon Southerland | Former Sr. Director Global Food and Beverage | Marriott International

Sponsored by The Middleby Corporation

2:00 PM – 3:30 PM

General Session

Brain Exchange

The Brain Exchange breaks attendees into small groups to discuss some of the most pressing issues facing restaurant operators today. These informal group discussions allow attendees to learn from one another's mistakes and successes. Topics could include: mobile marketing, social media, franchising, technology, increasing sales, hiring and training, etc. Select a roundtable and get ready to engage with your peers in a highly interactive exchange of ideas and best practices.

4:00 PM – 5:00 PM

Breakout Sessions

How to Get Customers to Buy into Mobile Payments

Mobile payments amounted to \$170 billion in 2010, and should balloon to \$630 billion by the end of the year. Now is the time for restaurant operators to get a piece of the action. Learn how those who have already adopted mobile payments inspired their customers to use them and how the adoption has led customers to become brand committed.

Will Hernandez | Editor | MobilePaymentsToday.com

Moderator:

Michael J. Hagan | COO | LevelUp

Sponsored by LevelUp

Getting Back to Your Marketing Roots

Although mobile and social media marketing have been hot industry topics for the past few years, you can't have a strong digital showing without first developing a solid marketing campaign. This panel dissects a variety of campaigns to see why some work and why some don't.

Chad Bailey | CMO | Robeks

Karley Hofer | Director of Brand Development | Orange Leaf Frozen Yogurt

Rachel Phillips-Luther | VP of Marketing | Zoës Kitchen

Sponsored by ADM Marketing



AGENDA

MONDAY, OCTOBER 13

6:00 PM

Dinner Party

After a full day of informative and inspiring sessions, you've probably worked up quite an appetite. Good news... Dinner's on us! We're treating you to great food and great conversation with other Summit participants at Coors Field, the home of the Colorado Rockies.

Sponsored by Grey Poupon

TUESDAY, OCTOBER 14

9:30 AM – 10:30 AM

Keynote Session

How to Supercharge Your Brand with Integrated Marketing

We live in an era where consumers demand more. More authenticity, more transparency and more participation in "their" most loved brands. How can CEOs and brand leaders create integrated marketing programs that will fuel their employees and brand fans? Learn more about best practices in developing and implementing innovative integrated brand marketing programs with Jeff Fromm co-author of "Marketing to Millennials."

Jeff Fromm | EVP | Barkley

11:00 AM – 12:00 PM

Breakout Sessions

The 5 Pillars of Restaurant Off-Premise Sales

Hear from a panel of leading experts about how to apply an academic framework to successfully grow, implement and market an off-premise sales program for maximum profit growth. This session will highlight the business framework that operators can use to launch a successful off-premise business, focused on takeout, delivery, catering and food trucks.

João Barbosa | CEO | Giraffas USA

Barbara Burrell | Founder & CEO | Sky's Gourmet Tacos

Richard Ventura | VP, Product Marketing & Solutions | NEC

Moderator:

Erle Dardick | Founder & CEO | MonkeyMedia Software USA

Sponsored by MonkeyMedia Software and NEC

Can You Really Influence a Customer?

You may think you know who your customers are, but do you really? This session will show you how to use analytics to REALLY influence them to dine with you and how.

Sara Bittorf | Chief Brand Officer | Boston Market

Alissa Blate | Executive VP & Global Practice Leader | MWW Group

Lisken Kastalanych | VP of Marketing | la Madeleine Country French Café

Moderator:

Kara Walsh | CMO | Rewards Network

Sponsored by Rewards Network

TUESDAY, OCTOBER 14

12:30 PM – 2:00 PM

General Session

CEO Roundtable

This grand finale session brings together four of the industry's top CEOs, who will share how they overcame challenges to build their brands into fast casual leaders.

Peter Cancro | CEO & Founder | Jersey Mike's Subs

Scott Crane | CEO | Smashburger

Randy Gier | CEO | Pizza Inn and Pie Five

Amit Kleinberger | CEO | Menchie's Frozen Yogurt

Moderator:

David Gilbert | President, Hospitality Group | Heartland Payment Systems

Sponsored by: Heartland Payment Systems



Agenda updated 7/28/2014.

View current agenda online at fastcasualsummit.com/agenda