

Tuesday, Oct. 28

3:00-5:00 Welcome

Driving Traffic: *Chain Leader* research reveals methods chain operators use to increase customer counts and which are most successful

Marketing Technology: Panel discussion on using Internet, email, cell phones, texting, etc. to market to and enhance relationship with customers

- Josh Kern, Vicorp
- John M. Krings Jr., Erbert & Gerbert's Franchise Systems
- Doug Thielan, Qdoba Restaurant Group

Keynote Speaker: Dave Balter, founder and CEO of BzzAgent Inc., and expert on word-of-mouth marketing

5:30-7:00 **Local Heroes:** Atlanta-based concepts share their signature tastes

- Bugaboo Creek Steak House
- The Flying Biscuit Café
- Marlow's Tavern
- Rising Roll Gourmet
- Shane's Rib Shack
- Zaxby's

Wednesday, Oct. 29

7:30-8:30 Breakfast

8:30-11:15 **Global Franchising:** Mike Shattuck, senior vice president of international operations for Focus Brands, shares a case study on the company's experience overseas

Upstarts: Panel of hot new chains focuses on how to grow a popular concept into a "chainable" one, with a look at developing a corporate infrastructure to enable expansion

- Delia Champion, The Flying Biscuit Café
- Danny York, Santa Fe Cattle Company
- Scott Crane, Smashburger

Break

Going Green: Ted's Montana Grill President and CEO George McKerrow presents his company's successes and progress using sustainable practices, then leads a discussion on making the business case for going green

Substance and Style: Founder and President Matthew Corrin shares how he revamped the design and brand of his Canadian concept, Lettuce Eatery, into Freshii for growth in the United States

11:15-12:15

Breakout sessions:

Each session will be highly interactive, beginning with a brief introduction and moving to roundtable discussions, a case study or exercise, facilitated by experts on each topic:

- Menu engineering, focusing on balancing innovation and customization with food costs, cross utilizing ingredients and other efficiencies
- Food safety, focusing on preparing for and handling crisis management
- Human resources, focusing on recruiting and retaining unit-level managers

12:15-1:30 Lunch



Event Agenda

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1:30-4:00

Maintaining Margins: *Chain Leader* blogger and former Brinker International executive Lane Cardwell leads a panel discussion on balancing menu prices with customer traffic and other cost and profit struggles

Break

Menu Development: Andrew Dismore, senior director of product innovation at Denny's, presents the chain's All-Nighter menu, created with the help of rock 'n' roll bands.

Followed by a panel discussion of chain chefs on customer trends, limited-time offers and the next menu trends.

- Robin Stotter, P.F. Chang's China Bistro
- Scott Randolph, T.G.I. Friday's
- Chris Gatto, Uno Chicago Grill

5:30-7:00

Reception: Sponsors serve up trend-focused new recipes

Thursday, Oct. 30

7:30-8:30

Breakfast

8:30-11:00

Keynote Speaker: Julia Stewart, chairman and CEO of DineEquity (IHOP and Applebee's), shares leadership lessons at the company and industry level—and the personal level

Focus on People: People Report President Teresa Siriani presents research showing trends in people practices and solutions to keeping quality employees, then moderates a discussion on how the economy is impacting recruiting, retention and compensation

Break

Leadership Panel: A conversation with chain leaders brings the whole conference together

- Phil Greifeld, Huddle House
- Clay Dover, Raising Cane's
- Daryl Dollinger, Raving Brands

Adjourn