

2020 MARKETING+OPERATIONS SUMMIT

OCTOBER 13, 2020 | EMERALD GRANDE AT HARBOR WALK VILLAGE

TUESDAY, OCTOBER 13

7:00 – 8:30 AM

BREAKFAST

HARBORVIEW ROOM

8:30 – 2:30 PM

HOSPITALITY ROOM

GRANDE BALLROOM

7:30 – 9:30 AM

REGISTRATION

CAPTAIN'S DECK

8:30 – 8:45 AM

WELCOME

CAPTAIN'S DECK

- **JIMMY PATRONIS** Chief Financial Officer | State of Florida

8:45 – 9:00AM

STATE OF THE INDUSTRY ADDRESS

CAPTAIN'S DECK

- **FRED LEFRANC** Chaos Strategist | Results Thru Strategy

9:00 – 9:45 AM

OPENING KEYNOTE

CAPTAIN'S DECK

- **Industry Leaders Roundtable**

Moderator: **CAROL DOVER** President & CEO | Florida Restaurant & Lodging Association

Panelists: **TOM BENÉ** President & CEO | National Restaurant Association

CHIP ROGERS President & CEO | American Hotel & Lodging Association

CECIL STATON President & CEO | Asian American Hotel Owners Association

Industry leaders will discuss current trends, struggles, and successes.



- **Leading with Certainty in Uncertain Times**

EAST PASS

Melissa Hughes Founder | The Andrick Group

2020 has evoked a sense of fear and anxiety like we've never seen before. As the world grapples with how to respond to the pandemic, the hospitality industry has been hit especially hard. Hotels and restaurants are realigning to new operational requirements, but the challenges leaders face are not limited to just safety protocols, limited operational capacity despite, an ever-changing set of rules, or a crippled revenue stream. You're open. You're closed. The dining room is closed but room service is available. Room service is not available, but you can get food for take-out. You can open at 50% capacity this week but next week it could be 25%. Let employees go. Bring employees back. The stress of the uncertainty is more challenging than the logistics nightmare facing hotel and restaurant leaders today. Join us to learn how uncertainty influences behavior and decision-making by hijacking rational thought. Melissa will explore the neuroscience behind the stress that we're feeling and share simple brain-based strategies. Reclaim control effectively and lead your organization with intention through these uncertain times.

- **Finding the Silver Linings: Navigating New Norms for Marketing, Operations & Life**

HARRY T'S

Moderator: **MISTY RAE RUTHRAUFF** Director of Marketing | Saltwater Restaurants, Inc.

Panelists: **GABRIELLE BARNETT** Marketing Communications Manager | Lucy Buffett's LULU'S

ERICA MINNICH Senior Product Marketing Manager | Pizza Hut, Yum! Brands RSC

TRACY LOUTHAIN, APR, CPRC | Director of Marketing & Communications | Newman-Dailey Resort Properties

MELISSA WATSON | Director of Marketing and Communications | Sandestin Golf and Beach Resort

Pandemic fatigue is real, and we all have common trials, tribulations, and phrases surrounding COVID-19 that we'd like to never see or hear again. But like most challenges, silver linings prevail and can simultaneously create a remarkable sense of clarity in our vision. Technology and digital processes allowed us to stay closely connected and become more efficient in our industry; Consumer behavior was shaken and stirred, but with surprising outcomes that may be for the better; Humanization became the most important voice, even within our personal lives. Join this upbeat conversation between restaurant and lodging marketers as they share positive outcomes, surprising trends, and newfound knowledge revealed in the midst of the crisis.

- **Employee and Guest Engagement in Turbulent Times**

GRANDE BALLROOM

Speakers: **Scott Tindle** President & CEO | G.R.I.T. Ventures

Meg Rose Vice President Field Operation | Firehouse Subs Headquarters

Raechel Barnes Head of Partnerships & Client Services | Yumpingo

The restaurant industry has been decimated. Employee furloughs and layoffs are in the millions. However, there are resourceful companies that are using modern tools to keep employees and guests engaged. How does one get feedback in this environment? How does one deal with employee's needs? This panel will share innovative solutions and perspectives to help understand our new reality.

11:10 – 11:55 AM

BREAKOUT SESSION 2

- **The Rapid Digitization of the Restaurant Industry**

GRANDE BALLROOM

Speakers: **Michael Atkinson** Founder & CEO | VoiceStar | StarBar.ai

Chon Nguyen Founder & CEO | Newgentek

The restaurant industry has adopted technology slowly. During Covid, the rate of adoption accelerated at an amazing clip. Operators and guest alike changed habits overnight. QR coded menus, contactless payment, voice activated apps have become the norm.

- **Employment Law Jeopardy**

EAST PASS

Speaker: **KEVIN JOHNSON** Shareholder | Johnson Jackson

Come play Employment Law Jeopardy! If you think you have the answers to key employment-law questions that operators need to know, this is the session for you. Kevin Johnson of Johnson Jackson will moderate as the audience competes. Kevin will also explain the reasoning behind each answer, including why it is must-have information for successful operators.



- **Digital Marketing, Breaking through the Clutter.**

HARRY T'S

Speaker: **Nick Stoeckle** Executive Director of Strategy + Innovation | PPK

Dmitrii Osipovskii Interactive Creative Director | PPK

Marketing clutter is the high volume of digital advertising that the average consumer is exposed to on a daily basis. In this break out session we will discuss how to promote engagement, get people talking and stay ahead of the trends. This may mean taking risks in efforts to stand out from the noise of the crowd: do the unexpected, step out of your comfort zone, be unique without being over the top.



12:00 – 1:30 PM

LUNCH

EMERALD GRANDE, HARRY T'S, EAST PASS

1:30 – 2:15 PM

BREAKOUT SESSION 3

- **Resiliency of the Lodging Industry – A return to...?**

EAST PASS

Moderator: **Sheldon Suga** VP Managing Director | Hawks Cay Resort
Panelists: **Greg Cook** General Manager | The Ritz- Carlton, Amelia Island
Roger Amidon General Manager | Palm Beach Marriott Singer Island Beach Resort & Spa
Lisa Lombardo Chief People & Culture Officer | HDG Hotels
Paul Van Leeuwen Chief Operating Officer | Emerald Grande at HarborWalk Village

Everyone is talking the “New Normal” and so... what is it? Will all things change and what can we expect in the future? Learn from a panel of industry experts on how they have adapted and what they see coming down the road.

- **Resetting the Table**

HARRY T'S

Speaker: **Nora Lee Smith** National Accounts Manager | Delicato Family Wines
Luis Torres Founder, CM, & Sales Officer | Go-Wine.com

Wines Trends and Opportunities in the On- Premise Arena 2020. We will discuss COVID-19 Wine Trends, Restaurant Take Away Ideas, Market Place & Hotel Wine Options, and C.O.R.E Children of Restaurant of employees. You will not want to miss a Virtual Tasting! We will be conducting a virtual wine tasting with the guests in the room with a tasting mat and wines from Delicato Family Wines. This is an idea restaurants may employ on their own with their own guests via Zoom or other technologies. This can be conducted with take away business or as in house as well.

- **Off-Premise Dining – the Most Important Sales Channel for Today**

GRANDE BALLROOM

Speakers: **Alex Birnbaum** Partner, Information Technology | Results Thru Strategy, Inc.
Otto Perez CEO | Diced
Chon Nguyen Founder & CEO | Newgentek

Of the 5 main sales channels for restaurants, none has grown in importance or volume that delivery. For casual dining restaurants, this became the means of survival. For limited service restaurants, drive-thru dominated their revenue. Many restaurants adopted online ordering quickly and now need to rationalize their tech stack.

2:35 – 3:45 PM

CLOSING KEYNOTE

CAPTAIN'S DECK

- **STEVE ROBINSON** Author, Covert Cows & Chick Fil A | *Former Chick Fil A CMO*
Culture and purpose have never meant more!



4:00 – 5:30 PM

HOSPITALITY HAPPY HOUR

AJ'S

