

# SALES & MARKETING

## FREE SEMINARS AND PAID WORKSHOPS

### SUNDAY, MARCH 3, 2019

#### 11:00AM-11:55AM

- CREATIVE MARKETING INSIDE & OUTSIDE OF YOUR COFFEE SHOP'S FRONT DOOR ROOM #1A21 **NEW!**

Presenter: Jeremy Lyman, Birch Coffee

#### 12:30PM-1:00PM

- CAMPFIRE CAFÉ: LET'S GO LIVE! BOOTH #2453 **NEW!**

Presenter: Bryan Reynolds, ANTHEM Coffee School

#### 1:30PM-2:00PM

- CAMPFIRE CAFÉ: THE DEEPER MEANING TO THE CUSTOMER EXPERIENCE BOOTH #2453 **NEW!**

Presenter: Jeremy Lyman, Birch Coffee

### MONDAY, MARCH 4, 2019

#### 8:55AM-10:00AM

- ENERGY DRINKS: THE NEW PROFIT DRIVER IN CAFÉS | ROOM #1A23 **NEW!**

Presenter: Joel Jay, Redbull

#### 10:05AM-10:55AM

- INCREASE YOUR REVENUE WITH GIFT & LOYALTY | ROOM #1A23

Presenter: Mike Spence, SelbySoft, Inc.

#### 11:00AM-11:55AM

- ELEVATE YOUR PRESENCE WITH ONLINE MARKETING | ROOM #1A23

Presenter: Zack Lyman, Diedrich Roasters

### TUESDAY, MARCH 5, 2019

#### 8:00AM-8:50AM

- CREATING A BRAND THAT STICKS ROOM #1A23

Presenter: Michael Powers, Toast, Inc.

#### 8:55AM-10:00AM

- USING THE NUMBERS TO WORK FOR YOU, NOT AGAINST YOU | ROOM #1A22 **NEW!**

Presenter: Mike Spence, SelbySoft, Inc.

#### 11:00AM-11:55AM

- YOUR ROADMAP TO SOCIAL MEDIA SUCCESS | ROOM #1A21 **NEW!**

Presenter: Bryan Reynolds, ANTHEM Coffee School

- GET FOUND FOR FREE! HOW TO INCREASE SALES USING GOOGLE BUSINESS LISTING ROOM #1A23

Presenter: Matthew Moseley, Barista Pro Shop

#### 11:30AM-12:00PM

- CAMPFIRE CAFÉ: MARKETING BOOTH #2453

Presenter: Bruce Milletto, Bellissimo Coffee Advisors

#### 1:30PM-2:00PM

- CAMPFIRE CAFÉ: NAVIGATING CUSTOMER SERVICE | BOOTH #2453

Presenter: Levi Andersen, Kerry Group