

## AGENDA-AT-A-GLANCE

WEDNESDAY, MAY 8, 2024		
7:00 am	<b>Food On Demand Conference Registration/Badge Pickup Opens</b>	Conf. Center
<b>8:00 am–11:30 Pre-Conference Session</b> <b>CATERING GROWTH FORUM</b> <i>in partnership with ezCater</i>		
8:00 am–9:00 am	<b>Welcome Breakfast</b>	Raphael
	<b>Data-Driven Decisions: Unlocking the Power of Food for Work Insights</b> Industry expert David Meiselman, CMO of ezCater, provides industry and customer insights drawn from millions of B2B catering transactions as well as external research commissioned by ezCater.  <b>David Meiselman, ezCater</b>	Raphael
	<b>Elevating Occasions: Delighting Influential High-Value Customers Off-Premises</b> What do high-value catering customers want or need? What are their pain points? Learn all this and more — straight from the source.  <u>Moderator:</u> <b>Genevieve Babineau, ezCater</b> ; <u>Panelists:</u> <b>Jewelressa Dunbar, Luxury Retail; Vlad Ivanov, Amazon; Emily Egan, Salesforce; Erin Pettygrove, Santa Clara University; Erin Murdock, Boston University</b>	Raphael
	<b>Scaling an Irresistible B2B Offering</b> Tzurit Or and Danny Carberry explore the secrets to evolving a dynamic catering offering that prioritizes the customer experience.  <u>Moderator:</u> <b>Michelle Smart, ezCater</b> ; <u>Panelists:</u> <b>Tzurit Or, Tatte Bakery</b>	Raphael
	<b>Scaling Off-Premises Expansion: Building Trust Through Highly Reliable Customer Experiences</b> Industry leaders discuss the critical role of reliability in off-premises operations and how it drives customer trust and loyalty, paving the way for growth and expansion.  <u>Moderator:</u> <b>Courtney Smith, ezCater</b> ; <u>Panelists:</u> <b>Lindsay Crasnick, bartaco; Jim Gerlock, Panera Bread; Eric Tucker, Salad and Go; Yassie Entekhabi, CAVA</b>	Raphael
<b>FOOD ON DEMAND OPENING GENERAL SESSION</b>		
1:00 pm	<b>General Session Opening Remarks</b> <b>Jared Pfeifer, Publisher, Food On Demand</b>	Tower 5
1:10 pm–1:35 pm	<b>A Conversation with Travis Kalanick</b> <b>Travis Kalanick, City Storage Systems, the parent company of CloudKitchens &amp; Otter</b>	Tower 5
1:35 pm–2:35 pm	<b>Off-Premises Roundtable</b>  <u>Moderator:</u> <b>Bernadette Heier, Food On Demand</b> ; <u>Panelists:</u> <b>Angela Coppler, Cousins Maine Lobster; Wade Allen, Costa Vida ; Michael Boyan, Shake Shack; Andrew Garfrerick, Papa Johns</b>	Tower 5
2:35 pm–3:25 pm	<b>Take Multi-Channel Marketing to the Max</b>  <u>Moderator:</u> <b>Laura Michaels, Franchise Times</b> ; <u>Panelists:</u> <b>Danielle Porto Parra, GoTo Foods; Cindy Syracuse, BurgerFi; Molly Catalano, Five Guys</b>	Tower 5
3:25 pm–3:35 pm	<b>Refreshment Break</b>	Foyer
3:35 pm–4:15 pm	<b>Data &amp; Insights</b>  <u>Moderator:</u> <b>Emilee Wentland, Franchise Times</b> ; <u>Panelists:</u> <b>Andrew Custage, Medallia; Mike Provencher, Brizo FoodMetrics</b>	Tower 5

<b>WEDNESDAY, MAY 8, 2024, cont.</b>		
4:15 pm–4:30 pm	<b>Outstanding Operators Recognition</b> <i>Sponsored by Qu, ezCater, DoorDash</i>	Tower 5
4:30 pm–6:30 pm	<b>Food On Demand Showroom Opening Reception</b> <i>Sponsored by Brizo FoodMetrics &amp; InMarket Media</i>	Tower 2 Ballroom
6:30 pm–8:00 pm	<b>Operator Only VIP Party</b> <i>Sponsored by Checkmate, Nash and ezCater</i>	Grand Patio
<b>THURSDAY, MAY 9, 2024</b>		
	<b>Food On Demand Showroom Hours</b> • 11:15 am–1:00 pm • 4:00 pm–6:00 pm	Tower 2 Ballroom
7:30 am–8:30 am	<b>Networking Breakfast</b>	Foyer
8:30 am–9:10 am	<b>The Next Chapter: Building the Digital Restaurant</b> <u>Moderators:</u> Carl Orsbourn, Deliver the Dish & Meredith Sandland, Empower Delivery <u>Panelists:</u> Maria Rivera, Smalls Holding; Urvi Patel, GoTo Foods	Tower 5
9:10 am–10:10 am	<b>Third-Party Delivery Deep Dive</b> <u>Moderator:</u> Bernadette Heier, Food On Demand; <u>Panelists:</u> Ruth Isenstadt, Head of US Restaurants, Doordash; Steve Puchala, SVP of Restaurant Network, Grubhub; Brandi Villarreal, Head of Online Food Delivery, Uber Direct	Tower 5
10:10 am–10:25 am	<b>Refreshment Break</b>	Foyer
10:25 am–11:15 am	<b>Constructing Your Tech Stack for Off-Premises Excellence-Roundtable</b> <u>Moderator:</u> Fred Lefranc, Results thru Strategy; <u>Panelists:</u> Vishal Agarwal, Checkmate; Amir Hudda, Qu; Perse Faily, Tillster	Tower 5
11:15 am–1:00 pm	<b>Food On Demand Showroom Open</b>	Tower 2
12:00 pm–1:00 pm	<b>Networking Luncheon</b>	Foyer
1:00 pm–1:50 pm <b>Breakout 1 of 3</b>	<b>Around the Industry</b> <u>Moderator:</u> Ryan Palmer, Lathrop GPM; <u>Panelists:</u> Paul Barron, Rever Networks; Ashwin Kamlani, Juicer; Cynthia Hollen, Mavi.io; Mahmoud Ghulman, Nash	Tower 3
1:00 pm–1:50 pm <b>Breakout 2 of 3</b>	<b>The New Reality of Delivery-Only Models</b> <u>Moderator:</u> Meredith Sandland, Empower Delivery; <u>Panelists:</u> Nick Kiouftis, California Grill; Markus Pineyro, oomi Digital Kitchen; Erik Frederick	Tower 5
1:00 pm–1:50 pm <b>Breakout 3 of 3</b>	<b>Around the Industry</b> <u>Moderator:</u> Peter Backman, theDelivery.World; <u>Panelists:</u> Yariv Bash, Flytrex; Rob Grimes, IFBTA; Kristin Howe Cole, Grubhub; Natalie Wild, Bite	Tower 8
2:00 pm–2:50 pm <b>Breakout 1 of 3</b>	<b>Capitalizing on GenAI for Restaurants</b> <u>Moderator:</u> Steven M. Elinson, Amazon Web Services (AWS); <u>Panelists:</u> David Azose, Doordash; Brian Lichorowic, Vistry	Tower 3
2:00 pm–2:50 pm <b>Breakout 2 of 3</b>	<b>Boosting Your Off-Premises Economics</b> <u>Moderator:</u> Brita Rosenheim, Vita Vera Ventures; <u>Panelists:</u> Michael Montagano, Dog Haus; Shelly Rupel, Devour.io; Jim Bitticks, Dave's Hot Chicken	Tower 5
2:00 pm–2:50 pm <b>Breakout 3 of 3</b>	<b>Trends in Restaurant Loyalty: Platforms, Profits &amp; Guest Relations</b> <u>Moderator:</u> Anna Tauzin, Big Chicken; <u>Panelists:</u> Sam Stanovich, Big Chicken; Gregg Majewski, Craveworthy Brands	Tower 8

2:50 pm–3:10 pm	<b>Refreshment Break</b>	Foyer
3:10 pm–4:00 pm <b>Breakout 1 of 3</b>	<b>First-Party Conversion: Alternatives &amp; Answers</b> <u>Moderator:</u> <b>Joe Reinstein</b> , Digital Restaurant Association; <u>Panelists:</u> <b>Chris Heffernan</b> , dlvrd; <b>Kimberly Carducci</b> , Freebirds World Burrito; <b>Andrew Nakkache</b> , FIRST	Tower 3
3:10 pm–4:00 pm <b>Breakout 2 of 3</b>	<b>Build or Buy? Steering Through the Maze of Custom vs. Commercial Tech</b> <u>Moderator:</u> <b>Juan George</b> , 858 Partners; <u>Panelists:</u> <b>Deena DePhilips</b> , Red Robin; <b>Mark Lohmann</b> , Birdcall; <b>Keith McLellan</b> , Whataburger	Tower 5
3:10 pm–4:00 pm <b>Breakout 3 of 3</b>	<b>Marketing to the Digital-First Customer</b> <u>Moderator:</u> <b>Sterling Douglass</b> , Chowly; <u>Panelists:</u> <b>Jess Shuraleff</b> , Uber; <b>Dave Pavelko</b> , Google; <b>Jessica Jami</b> , P.F. Chang's	Tower 8
4:00 pm–6:00 pm	<b>Food On Demand Showroom Reception</b> <i>Sponsored by Qu, ezCater, DoorDash</i>	Tower 2
<b>FRIDAY, MAY 10, 2024</b>		
8:00 am–9:00 am	<b>Networking Breakfast</b>	Foyer
9:00 am–9:50 am	<b>Building and Sustaining Profitable Catering Growth: Know What Matters!</b> <u>Moderator:</u> <b>Jim Rand</b> , Rand Parker Group; <u>Panelists:</u> <b>Erle Dardick</b> , Off-Premises Growth Academy; <b>Aaron Hoffman</b> , DeliverThat; <b>Michelle Smart</b> , ezCater; <b>Jennifer Saunders-Haynes</b> , Subway	Tower 3
9:50 am–10:40 am	<b>Packaging Solutions for Off-Premises Operations</b> <u>Moderator:</u> <b>Ashley Elzinga</b> , Foodservice Packaging Institute; <u>Panelists:</u> <b>Gracie Prasanson</b> , Jason's Deli; <b>Alistair Levine</b> , KitchenSync/Vine Hospitality; <b>Jeff Rinke</b> , Hungry Howie's Pizza	Tower 3
10:40 am–11:30 am	<b>Strategies to Best Manage Reconciliation &amp; Chargebacks</b> <u>Moderator:</u> <b>Nancy Luna</b> , Food On Demand; <u>Panelists:</u> <b>Chris Munz</b> , Voosh; <b>Sean Thompson</b> , Freddy's Frozen Custard & Steamburgers; <b>Jeff Barney</b> , Nékteer Juice Bar	Tower 3
11:30 am–11:45 am	<b>Conference Closing Remarks</b> <b>Jared Pfeifer &amp; Bernadette Heier</b> , Food On Demand	Tower 3