

Food for Thought Event
19th May 2009, Macdonald Ansty Hall Hotel, Ansty, Nr Coventry

9.30 **Registration – Networking and opportunity to visit exhibitions stands**
Tea & coffee served on arrival

10.15 **Welcome and Introduction to the day** - Anne Cumberlidge, Tourism Solutions and Chris Lilly – Tourism and Leisure Cluster Manager - Advantage West Midlands
Importance of raising the profile of food and drink within the tourism sector

10.20 **Large Bite - Celebrate local food with 'A Taste of Coventry & Warwickshire - Breakfast Cooking Challenge' – with celebrity chef, Lesley Waters**

Lesley will turn a surprise bag of local produce into a cost effective culinary delight and will help to give ideas for a local 'signature dish' and share ideas for adding value, opportunities and meeting the needs of customers.

11.05 **Quick Bite Workshops Session 1**

30 minutes of practical, hints, tips and ideas and not just from the experts! Past winners of the Coventry & Warwickshire Food and Drink Awards will share their experiences, and some secrets to their successes.

Quick Bite 1

Top Tips to Market Your Business on the Internet – Net more customers, with Susan Hallam, Managing Director, Hallam Communications Ltd. Internet Marketing Specialist.

Is your business losing out to your competitors? Learn about the potential of Internet marketing and why it is essential to capture business using the latest technologies.

Quick Bite 2

Profit From Collaboration - Working together achieves success, with Rob Ward, Food Retail and Marketing Consultant, Bidwells Agribusiness.

Working co-operatively can reduce operating costs and improve understanding of the market place. Sharing an example of how a group of businesses can achieve greater success.

Quick Bite 3

Simple Steps to Success - Importance of menus and pricing with Michael Rolls, Director MJR Consultancy.

The menu is a vital marketing tool, so make sure it does the job in enticing customers and being a good representation of what they can expect to be served. Pricing is critical. Get it wrong and you will either be a very busy fool or will price yourself out of the market. If you do your research and keep to the rules you can avoid coming unstuck.

Quick Bite 4

Love Your Customer to Bits – What do your customers want? With Geoff Ramm, Marketing Speaker. Geoff has been described as the Billy Connolly and Peter Kay of Marketing.

Retaining customers and encouraging new ones. When Goldilocks met Jim Bowen (What not to tell your customers) Celebrity service (How would you react if a celebrity became a customer?) Surprise, Surprise! (Fantastic ideas to make you memorable).

Followed by Morning Coffee

11.40 Quick Bite Workshops Session 2 (Repeat of Session 1)

30 minutes of practical, hints, tips and ideas and not just from the experts! Past winners of the Coventry & Warwickshire Food and Drink Awards will share their experiences, and some secrets to their successes.

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12.15 'Marketing For a £1' – Geoff Ramm, Marketing Speaker, Marketer

Geoff has been described as the Billy Conolly and Peter Kay of Marketing. On stage, Geoff's observational style enthuses and inspires companies with ideas to market their business like never before.

Sharing real life marketing stories and easy to use marketing techniques, Geoff has helped to launch, develop and grow thousands of businesses with his unique observational insights and brand of humour.

Geoff will share experience and give practical hints, tips and techniques to market your business for under a £1, or less!

12.45 Lunch – Two course buffet, using locally sourced produce where possible - networking and time to visit exhibition stands

1.45 Launch of Coventry and Warwickshire Food and Drink Awards with celebrity chef, Lesley Waters and Anne Cumberlidge, Tourism Solutions

Launch of the 2009 Awards.

Why enter? If you don't enter then you can't win!

How to enter this year?

2.00 Large Bite - Celebrate Local Food with 'A Taste of Coventry & Warwickshire Lunch Cooking Challenge' – with celebrity chef, Lesley Waters and Rob Ward, Food Retail and Marketing Consultant, Bidwells Agribusiness.

Cost effective lunch ideas' plus reasons and limitations of buying local and regional food. Develop ideas for a local 'signature dish'.

2.40 2009 Your Year of Creativity & Opportunity – Geoff Ramm, Marketing Speaker and Marketer.

Does your business have some history that you can use as a unique selling point? Are you missing an opportunity to promote yourself? Are you making the most of what you have to offer? Take time to stand back, think and take a good look at your business opportunities.

Followed by Afternoon Tea

3.15 Quick Bite Workshops- Session 3

30 minutes of practical, hints, tips and ideas and not just from the experts! Past winners of the Coventry & Warwickshire Food and Drink Awards will share their experiences, and some secrets to their successes.

Quick Bite 5

Savour the Flavour – Local sourcing made easy & free equipment with Vikki Collins, Marketing Executive, Heart of England Fine Foods.

Local sourcing made easy & how to access up to £4,000 worth of branded display equipment free of charge.

Over 80 regional producers are available via our Delivery Service which operates on a One Order, One Delivery and One Invoice system. Alongside a host of membership benefits, our Savour the Flavour scheme rewards our retail and hospitality members by providing branded display equipment such as Mini Bars, upright bottle coolers and ice cream display freezers free of charge (subject to a nominal handling fee).

Quick Bite 6

Key Opportunities in Food Service - Latest consumer trends and ideas to entice them – Rob Ward, Food Retail and Marketing Consultant, Bidwells Agribusiness.

Original ideas, the latest consumer trends and key opportunities in the food service market using examples from a detailed international study in 2008.

Quick Bite 7

More Marketing For a £1 – Practical inexpensive idea to attract more business.

Even more inspirational and observational marketing ideas, hints & tips to inspire and take away.

Quick Bite 8

Keep Your Valuable Assets – Retain your staff and reduce your waste – Michael Rolls, Director, MJR Consultancy.

Don't waste your assets and risk your profitability. Retain your workforce and their skills. Reduce and control wastage.

- 3.55 **Large Bite - Celebrate Local Food with 'A Taste of Coventry & Warwickshire Dinner Cooking Challenge' – with celebrity chef, Lesley Waters and Michael Rolls, Director, MJR Consultancy.**

Ideas for dinner dishes using local food and drink. Michael will share practical ideas that contribute to good menu choices and how pricing is so important.

- 4.30 **Close of Event - Opportunity to network, visit exhibition stands and meet Speakers**

Please note that you can attend for part of the day if you wish, please indicate this on your booking form.