

Food for Thought - Quick Bite Workshops - 19th May 2009, Macdonald Ansty Hotel, Ansty, Nr Coventry 10.15am until 4.30pm

Quick Bite 1	Top Tips to Market Your Business on the Internet - 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. Includes ideas as to how businesses can use Facebook and Twitter to communicate and market themselves to customers.	TIMES 11.05am and 11.40am
Quick Bite 2	Profit from Collaboration – Rob Ward, Food Retail and Marketing Consultant, Bidwells Agribusiness	Working co-operatively can reduce operating costs and improve understanding of the market place. Rob will share an example of how a group of businesses can achieve greater success.	11.05am and 11.40am
Quick Bite 3	Simple Steps to Success – Michael Rolls, Director, MJR Consulting	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.	11.05am and 11.40am
Quick Bite 4	Love Your Customer to Bits – 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).	11.05am and 11.40am
Quick Bite 5	Savour The Flavour - L Vicki 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 the Heart of England Fine Food's Delivery Service which operates on a one order, one delivery and one invoice system. Alongside a host of membership benefits, HEFF's Savour the Flavour scheme rewards 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).	3.15pm
Quick Bite 6	Key Opportunities in Food Service – 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.	3.15pm
Quick Bite 7	More Marketing for a £1 – More Marketing for a £1- Geoff Ramm	Even more inexpensive marketing ideas, hints & tips to inspire to take away at the end of the day.	3.15pm
Quick Bite 8	Keep Your Valuable Assets – Michael Rolls, Director, MJR Consulting	Don't waste your assets and risk your profitability. Retain your workforce and their skills. Reduce and control wastage	3.15pm