SCHEDULE

All sessions will be in the International Ballroom on the 2nd Level. Networking Breaks will be in the International Ballroom Foyer. Breakfast and Lunch will be in State and Gold Meeting Rooms on the 2nd Level.

WEDNESDAY, MAY 17

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
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<tr>
<td>3 p.m. - 7 p.m.</td>
<td>REGISTRATION</td>
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<td>International Ballroom Foyer</td>
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<td>6 p.m. - 7:30 p.m.</td>
<td>OPENING EVENT — SHATTER THE ICE</td>
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<td>Location: Rouge Room, Lobby Level</td>
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<td>Mix &amp; mingle with friends both new &amp; old at our opening night event. Heavy hors d'oeuvres will be provided.</td>
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<td><em>Dinner is on your own</em></td>
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SPONSORED BY

Today's Turkey

OFFICIAL LIQUOR SPONSOR

Beam Suntory

OFFICIAL WINE SPONSOR

Kobrand

OFFICIAL BEER SPONSOR

Samuel Adams
THURSDAY, MAY 18

TIME                        | SESSION
---                          |---
8 a.m. - 9 a.m.              | BREAKFAST  
SPONSORED BY:               |---

9 a.m. - 9:15 a.m.           | WELCOME  

9:15 a.m. - 10:15 a.m.       | KEYNOTE SPEAKER  
Morgan Spurlock  
Academy Award-Nominated Director of Super Size Me and Host of CNN's Inside Man, Presenting “The Greatest Lecture Ever Presented”  
We live in an age where it’s tough to walk down the street without someone trying to sell you something. The entire American experience now seems to be brought to us by some corporation. Utilizing the cutting-edge tools of comic exploration and total self-exploitation, Spurlock dissects the world of advertising and marketing by using his personal integrity as currency to sell out to the highest bidder. Scathingly funny, subversive, and deceptively smart, he shines the definitive light on our branded future.

10:15 a.m. - 10:45 a.m.      | NETWORKING BREAK / MORGAN SPURLOCK MEET & GREET  
SPONSORED BY:               |---

10:45 a.m. - 12:15 p.m.      | ROUNDTABLE DISCUSSIONS  
Topics will include:         |---
- Internal Marketing & Your Culture  
- Loyalty through Technology  
- Data Driven Ways to Brainstorm New LTOs & Promotions  
- Engaging Suppliers in Your Marketing Promotions  
- Creating the Future through Innovation  
- Localize Your Menu to Drive Traffic and Sales  
- Restaurant Marketing Trends  
- Crafting Dynamic Direct Mail Campaigns  
- Generate Transformative Ideas Through Structured Creativity  
- Local Store Marketing — Tactics that Work  
- How to Effectively Monetize Your Loyalty Program  
- Local Store Marketing — One Size Does Not Fit All  
- Driving Business Results Through Cause Marketing  
- Franchisee Relations — Getting the Buy-In  
- Supply Strategy for Marketing Materials  
- Capture Customers at Every Touchpoint  
- Effectively Partnering With/Influencing Your Franchisees  
- Millennials and How They Changed the Rules of Marketing  
- Menu Engineering and Analytics  
- Best Practices for Managing the FDA Menu Labeling Delay  
- Culinary Innovation  
- Using Focus Groups to Make Better Marketing Decisions  
- The CMTO: Is your Organization Leaning In or Out?  
- Executing Programs with Your Beverage Partner  

#MEG2017
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| 12:15 p.m. - 1:15 p.m. | **LUNCH**  
SPONSORED BY: |  
[Barilla] [National Honey Board™] |  
THURSDAY, MAY 18 |  
TIME  | SESSION  |  
1:15 p.m. - 2:15 p.m. | **TAKING YOUR PROMOTIONS TO THE NEXT LEVEL**  
*Heather Schlesinger, Director of Marketing, Calendar Programs and Promotions, The Krystal Company*  
Brands love to form alliances with other industry leaders for shared equity and funding, but more importantly, so they can blow out their promotions, accelerate awareness and increase sales. From promotions with the National Cattlemans Beef Association to museum exhibits with The McIlhenny Company, Coca-Cola® and others, Schlesigner has developed calendars rich with partnerships, alliances, special funding and exceptional results. Learn how she identifies, approaches and leverages relationships to develop record-breaking sales results and how your brand can effectively become great partners with diverse organizations, building lasting relationships. |  
2:15 p.m. - 2:45 p.m. | **WHAT TRENDS ARE ON THE HORIZON?**  
*Bev Cain, President, Sandelman*  
What forces are gobbling up visits historically served by casual dining and fast-food chains? Which consumers are lured away by these restaurant industry disrupters - and why? Cain will share new insights surrounding emerging chains, home meal delivery, lane migration, technological advances and C-store made-to-order offerings, as well as delve into what’s on the horizon for the restaurant industry. |  
2:45 p.m. - 3:15 p.m. | **NETWORKING BREAK**  
SPONSORED BY: |  
[Lamb] [Superior Farms] |
3:15 p.m. - 4:30 p.m.  DISRUPTION AT THE CREATIVE CORE
Claire Mulhern, Head of Retail & Restaurants, Creative Shop, Facebook
In an industry with fierce competition, it is imperative to find new ways to stand out. Mulhern will share best-in-class examples from ads on Facebook's platform, as well as lessons to take from creative disruptors.

4:30 p.m. - 6 p.m.  BREAK: ATTENDEES ON YOUR OWN

6 p.m. - 7 p.m.  COCKTAIL HOUR
International Ballroom Foyer

7 p.m. - 9 p.m.  SIT-DOWN DINNER WITH ENTERTAINMENT
International Ballroom

SPONSORED BY:

ENTERTAINMENT PROVIDED BY:
Second City Works (SCW) is the B2B arm of the world-renowned theater, The Second City. With expertise in audience dynamics, ensemble building, co-creation, and agility, Second City Works' mission is to create a more empowered, creative, and collaborative business culture. SCW will leverage their core expertise in improvisation and comedy to provide a high value experience through funny, customized content.

Since its debut, The Second City has been a launching pad for comedians, actors, directors and others working in show business. Notable alumni include Dan Aykroyd, John Belushi, John Candy, Steve Carell, Stephen Colbert, Chris Farley, Tina Fey, Jane Lynch, Bill Murray, Mike Myers and Martin Short, among many others.
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<td>8 a.m. - 9 a.m.</td>
<td>BREAKFAST</td>
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<td>9 a.m. - 11 a.m.</td>
<td><strong>COMMUNITY SERVICE INITIATIVE:</strong> “PUTTING FOR A PURPOSE”</td>
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<td>Location: Rouge Room, Lobby Level</td>
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<td>No child should grow up hungry in America, but one in six children struggle with hunger. We’ve teamed up with Impact 4 Good and Share Our Strength’s No Kid Hungry campaign to shine a national spotlight on the crisis of child hunger in America. Join us Friday morning as we “Putt for a Purpose,” turning an area into a miniature golf course made out of canned food items. While there will be a winner of the hole-in-one competition, the real winner is the No Kid Hungry associated food bank in Chicago who will receive all the food items used during the event.</td>
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<td>11 a.m. - 11:30 a.m.</td>
<td>NETWORKING BREAK SPONSORED BY:</td>
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<tr>
<td>11:30 a.m. - 12:30 p.m.</td>
<td><strong>GROWING A CULTURE OF PRESENCE</strong></td>
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<td>Robbie Blinkhoff PhD, Managing Partner, Owner &amp; Founder at Context-Based Research Group</td>
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<td>Finding presence is our greatest unmet need. How did we get here? And what can we do about it? In this highly interactive, participatory and experiential brainstorming presentation, Blinkoff will show you how we got here and what we can do about it. But more importantly, you will start on a path to transform yourself, your work and the way your customers experience your product, services and brand.</td>
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<td>12:30 p.m. - 1:45 p.m.</td>
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<td>1:45 p.m. - 3 p.m.</td>
<td><strong>DEEP DIVE SESSION: HOW DO WE CREATE AN ECONOMY BUILT ON PRESENCE?</strong></td>
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<td><strong>Robbie Blinkhoff PhD, Managing Partner, Owner &amp; Founder at Context-Based Research Group</strong></td>
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<td>In this session, we will work in small groups to connect the dots between a Culture of Presence and an Economy of Presence. We will move between three stations — an Economy of Presence, Consumers and Presence and Brands and Presence. What are the variables that are necessary to create each of these areas of “presence?” And what are the steps, products, services and more we need to put in place to actualize an “economy of presence?” Each small group will ladder up their key insights and report out their findings.</td>
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<td>3 p.m. - 4 p.m.</td>
<td><strong>MODERN LEADERSHIP: THE 5 HABITS TO SUCCESS IN A WORLD GONE WIFI</strong></td>
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<td><strong>Eric Qualman, Best Selling Author and Motivational Speaker</strong></td>
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<td>Leaders in the Exponential Age are made—not born. We are also living in the golden age of data, and the key to winning in this golden age is grasping the 5 Habits that all successful leaders practice to achieve success and happiness. Embracing these habits will help you become more productive, reduce stress and drive success. With pioneering video-storytelling techniques, this motivating message from Qualman is entertaining, educating, and most importantly empowering. Learn: why simple is critical, but simple is hard, big is great but actionable is better, the art of being Flawsome: failing fast, failing forward, failing better, the importance of avoiding thru-put traps to produce output and the two questions every executive needs to ask.</td>
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