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### **CLARION EVENTS FOOD & BEVERAGE GROUP TO OFFER A SERIES OF DIGITAL FORUMS FOR RESTAURANT & FOODSERVICE PROFESSIONALS**

*Registration Now Open for Takeout & Delivery Forum Scheduled for December 1, 2020*

**Trumbull, CT, November 25, 2020** – Clarion Events is pleased to announce a new Digital Forum for restaurant, foodservice and catering professionals to learn through a six-part series focused on the most pressing topics facing the industry. Starting on Tuesday, December 1, 2020 and running through December 2021, attendees to the Digital Forums will gain insight on such topics as Takeout & Delivery, Menu Development, Online Ordering, Marketing & Social Media, Food Safety, and Employee Recruitment and Engagement. The Digital Forums are being produced by EventEd, formerly TechBytes, and education is curated by the International Food & Beverage Technology Association (IFBTA) to represent all facets of food and beverage including technology, operations, marketing, and more.

“We are pleased to be working with EventEd to launch this new Digital Forum series which will feature speakers from new and well known restaurant operations/brands to share their expertise on a wide range of initiatives for the global food and beverage industry. They have already assisted in securing a dynamic group of high level subject matter experts to lead two in-depth sessions beginning on Tuesday, December 1<sup>st</sup> with a focus on Takeout and Delivery,” said Tom Loughran, Vice President for the Clarion Events Food & Beverage Group. “We realize restaurants, foodservice and retail professionals are continuing to navigate through the COVID-19 pandemic, and we are committed to providing timely and informative education sessions to assist during these difficult times.”

On Tuesday, December 1, 2020 the **Takeout & Delivery Digital Forum** will offer two sessions, both moderated by Rob Grimes, CEO, IFBTA. The first session at 11:00 am ET will focus on **Maximizing Sales with Takeout and Delivery Dayparts**. Karen Bird, CIO, Hooters of America; John Huddle, Director of IT, Silver Diner; and Gary Brunzman, Technology Consultant, Marco’s Pizza will talk about how foodservice operations are utilizing takeout and delivery services to bring in new customers, provide additional revenue streams, and enhance brand recognition. [Click here](#) to register for this session.

At 2:00 pm ET, TJ Schier, President, SMART Restaurant Group, Robert Notte, VP of Technology, MOD Pizza; and Matthew Smith, CMO, Tocaya Organica will present **How to Navigate COVID with Takeout and Delivery**. These subject matter experts will explain what considerations have to be made when making the jump to takeout and delivery and some of the nuances – including 3<sup>rd</sup> party services and requirements, labor laws, etc. – that require more focus to ensure they are used properly. [Click here](#) to register for this session.

There will be five additional Digital Forums in the series, which are outlined below. [Click here](#) for updates on speakers and registration information.

- On Tuesday, February 2, 2021 speakers in the **Menu Development Digital Forum** will present **Optimize Your Menu: Optimize Your Sales** where speakers will discuss best ways for menu items to increase sales and provide customers with options to satisfy any craving. During the second session **Menu Trends & Innovation, Production, and Ghost Kitchens** speakers will discuss the art of menu optimization, ways to trim a menu without losing the brand and how to increase sales and customer engagement.
- On Tuesday, April 6, 2021 speakers will present in the **Online Ordering Digital Forum**. During the first session attendees will hear about **Utilizing Online Ordering to Gain Long-term Customers** with a focus on how operators can harness the surplus of customer data that is at their fingertips to build a better brand. During the second session subject matter experts will discuss **How Online Ordering Gives Your Brand a Leg Up** and address the number of considerations including whether to use a third-party system or an in-house method, how to ensure the orders are tended to and fulfilled in a proper amount of time, and more.
- On Tuesday, June 8, 2021 the **Marketing & Social Media Digital Forum** will start with **The Marketing Advantage: How Increased Engagement Increase Sales Marketing** where speakers will offer insight on how marketing resources such as SEO/SEM, social media, and advancements in geotargeting can take a brand further. The second session, **Where Social Media and Foodservice Meet** will address the importance of having a social media strategy to engage loyal patrons and potential customers, while providing an opportunity to receive feedback, crowdsource, test new menu items, and more.
- On Tuesday, October 5, 2021 restaurant and foodservice professionals can attend the **Food Safety Digital Forum**. This two part series will feature **Ensuring All are Safe with Food Safety** and **How Customer Expectations are Met with Food Safety**. Speakers at the first session will discuss the supply chain – from start to finish – and how to ensure the food that comes to a restaurant has been properly handled, transported, and delivered. In the second session, speakers will provide insight on what restaurants can do to ensure their food safety measures are appropriately communicated with the guests.
- Plans are still underway for the final Forum scheduled for Tuesday, December 7, 2021 and focused on **Employee Recruitment & Engagement Digital Forum**.

The six Forums are produced by Clarion Events (<https://clarionevents.com/>) who produces 37 events across 13 sectors of both trade and consumer events. The Forums are part of the Food & Beverage Group which include the [International Restaurant & Foodservice Show of New York](#), [The Western Foodservice & Hospitality Expo](#), the [Florida Restaurant & Lodging Show](#), [Healthy Food Expo](#), [CoffeeFest](#) and [The NGA Show](#). Clarion Events, backed by The Blackstone Group, has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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