

# EUROPEAN SUMMIT 2019

ONE MOORGATE PLACE, LONDON

15-17<sup>th</sup> January 2019



## Wednesday 16<sup>th</sup> January 2019

	08:30 – 09:15	<b>Registration</b>
<b>INSIGHT</b>  MC James Hacon	09:15 – 09:30	<b>Looking back at 2018</b> James Hacon, Managing Director at <b>Think Hospitality</b> shares the campaigns and innovations that raised from the past year.
	09:30 – 09:55	<b>Eating &amp; drinking out decision making</b> Blake Gladman, Insight Director at <b>KAM Media</b> presents an <b>exclusive insight report developed with THINK Hospitality for Restaurant Marketer &amp; Innovator</b> on how customers are making decisions around where to eat or drink out.
	09:55 – 10:30	<b>The growth of personalisation</b> Kamila Sitwell, Founder at <b>Divine Eating Out</b> shares the key takeout of her new book 'Bespoke' about the importance of creating a personal experience in hospitality.
	10:30 – 10:55	<b>Reducing our impact on the planet</b> Richard Dickson, Head of Partnerships at <b>Carbon Free Dining</b> shares how our sector impacts the planet through its activities and some of the great initiatives being developed to overcome this impact.
	10:55 – 11:25	<b>BREAK</b>
<b>TACTICS &amp; START-UPS</b>  MC James Hacon	11:25 – 11:50	<b>Retail is in the detail</b> Jon Knight, Chief Executive of <b>Jamie Oliver Restaurant Group</b> shares his top tips of how to drive sales at a site level from his impressive career managing and franchising major brands including M&S, House of Fraser, American Apparel & SuperDry.
	11:50 – 12:15	<b>Reflecting on the start-up journey</b> Chris Miller, Founder of the <b>White Rabbit Fund</b> talks to four concept founders about their entrepreneurial journey, the challenges they've faced, how they went about recognizing a gap in the market and effectively marketed their business from launch.  <i>Panel:</i> James Hennebry, <b>Rosslyn Coffee</b> Yasmine Larizadeh, <b>The Good Life Eatery</b> Rik Campbell, <b>Kricket</b> Loui Blake, <b>Kalifornia Kitchen</b>
	12:15– 12:40	<b>Getting adventurous with launch marketing</b> Simon Allison, Head of Marketing at <b>Inception Group</b> takes us on a journey to discover how they have built excitement and anticipation through creative launch marketing of the roll-out of the Mr Foggs concept.
	12:40– 13:05	<b>Sneaking past security</b> Craig Melvin, Founder of <b>Lunar Lemon</b> talks local marketing, knowing your draw and shares his top tips on how to get past security boots at big corporates to form relationships.
	13:05 – 14:00	<b>LUNCH</b>
<b>CONCEPTS &amp; CREATIVE</b>  MC Heleri Rande	14:00 – 14:30	<b>Developing winning brands</b> Heleri Rande talks to four respected concept developers and owners about how to created concepts that customers love and will stand out from the crowd.  Panel: Anders Houmann, Partner, <b>Victor Group</b> (Copenhagen, Denmark) John Rigos, CEO, <b>Aurify Brands</b> (New York, USA) Martti Siimann, CEO, <b>NOA Restaurant Group</b> (Tallinn, Estonia)
	14:30 – 15:50	<b>Refreshing a brand for growth</b> Vineeta Anuj, Head of Marketing at Abokado shares the results of the rebrand project.
	15:50– 16:20	<b>Sports as a differentiator</b> Sophie Herbert, Marketing Director at <b>Beds &amp; Bars</b> shares how the company has transformed it's concept with a focus on enhancing customer journey & driven pre-bookings around match-days to increase average spend.

	15:20 – 15:45	<b>Designing with Instagramability in Mind</b> Zahra Khan, Founder at <b>Feya</b> & Hannah Clark, Account Director of <b>Me:Mo Interactive</b> talk about creating and launching a restaurant with Instagramability in mind.
	15:45 – 16:10	<b>BREAK</b>
<b>FUTURE</b>  MC Heleri Rande	16:10 – 16:40	<b>Future leaders panel</b> Kate Nicholls, CEO of <b>UK Hospitality</b> meets four future leaders and discusses what they see as the future for marketing in the sector and what they are looking for in their careers.  <i>Panel;</i> Anthony Knight, Managing Director, <b>Elliotts</b> Claire Small, Senior Commercial Manager, <b>SSP</b> Giles Denning, Brand Manager, <b>Be At One</b> Stacey Plaine, Senior F&B Marketing Manager, <b>Marriott International</b>
	16:40 – 16:50	<b>Project Spotlight: 1889 Fast Fine Pizza</b> Ben Calleja, Co-Founder, <b>Fast Fine Restaurant Group</b> introduces their 1889 Fast Fine Pizza, a Swedish-based concept developed to be disruptive, pioneering creation of a new segment, fearlessly combining fast, fine and affordable.
	16:50 – 17:25	<b>Restaurant of the Future</b> A new industry panel comes together to define the future of eating and drinking out. The think tank will be locked down during the day to debate and create a vision to present back on stage.  <i>Experts:</i> Angela Malik, Strategy Director <b>THINK Hospitality</b> Russell Danks, Marketing & Strategy Director, <b>Punch</b> Storm Fagan, Head of Product Development, <b>JustEat</b> David Helbraun, Founder at <b>All Day Industries (New York)</b> Emma Underwood, Partner, <b>The TMRW Project</b> Kamilla Seidler, <b>The Expedition (Bolivia)</b>
	17:25 – 17:30	<b>Closing Remarks</b> James Hacon
	17:30 – 18:30	<b>Schweppes G&amp;T Reception</b>
	18:30 ->	After party at <b>Boxpark Shoreditch</b>

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Thursday 17<sup>th</sup> January 2019

	08:30 – 09:15	<b>Registration</b>
<b>BRAND INNOVATION &amp; DIVERSIFICATION</b>  MC James Hacon	09:15 – 09:20	<b>Welcome</b> by James Hacon, Co-Founder
	09:20 – 09:50	<b>Winning at proposition &amp; product development</b> TBC talks to three senior marketers about how to effectively lead a market driven proposition and product development process.  <i>Panel:</i> Andre Johnstone, UK Marketing Director, <b>Wagamama</b> Luisa Fernandez, Marketing Director, <b>Yo Sushi</b> Tim Foster, Director of Being Awesome, <b>Yummy Pubs</b>
	09:50 – 10:10	<b>The changing takeaway &amp; delivery market</b> Ben Carter, UK Marketing Director at <b>JustEat</b> shares some of the latest marketing efforts from JustEat & an overview on changes to the takeaway & delivery market over the past year.
	10:10 – 10:30	<b>Transferable skills from being a DJ to a restaurateur</b> Martin Morales, CEO of the <b>Ceviche Family</b> gives a fun & insightful run down of what skills he learnt as a DJ that has helped him succeed in running restaurants.
	10:40 – 11:10	<b>BREAK</b>
<b>DIGITAL &amp; TECHNOLOGY</b>  MC Mark McCulloch	11:10 – 11:30	<b>Transforming a brand inside out</b> Celia Pronto, Chief Customer Officer at <b>Casual Dining Group</b> introduces how the company has embedded Workplaces to truly engage the frontline team in the brand and business, making them part of its growth and success.
	11:30 – 12:00	<b>Better leveraging digital &amp; technology in marketing</b> Peter Edwards, COO of <b>Zonal</b> discusses digital developments and how hospitality businesses can better leverage digital marketing with a panel of leaders.  <i>Panel:</i> Michelle Farrell, Head of Marketing, <b>Novus Leisure</b> Mark Daniels, Digital and Retail Marketing Manager, <b>Wadworth</b> James Newman, Marketing Director, <b>Gusto</b>
	12:00 – 12:20	<b>When digital meets reality</b> Julian Ross, CEO of <b>Wireless Social</b> & Stephanie Lloyd, Head of Marketing at <b>New World Trading Company</b> reveal the results of a series of tests using technology to track real life actions by customers in an <b>exclusive report for Restaurant Marketer &amp; Innovator</b> .
	12:20 – 12:40	<b>Google it</b> Andy Shaw, Managing Director of <b>Wisetiger</b> interviews Ailish O'Brien, Industry Manager at <b>Google</b> about the latest developments at Google & technological trends relevant to the restaurant industry.
	12:40 – 13:40	<b>LUNCH</b>
<b>CUSTOMER JOURNEY</b>  MC Libby Andrews	13:40 – 14:00	<b>Building strong links between marketing &amp; operations</b> Ann Elliott, CEO at <b>Elliotts Agency</b> talks to business leaders and senior operators on what they are looking for from a marketing team and how to create a great link between the functions.  <i>Panel:</i> Kara Alderin, Operations Director, <b>Abokado</b> Joycelyn Neve, Managing Director, <b>The Seafood Pub Company</b> Martin Wolstencroft, CEO, <b>Arc Inspirations</b>
	14:00 – 14:30	<b>Marketing in 2019</b> Mark McCulloch, CEO of <b>We Are Spectacular</b> returns with his much awaited view to what needs to change within marketing strategies for the year ahead.
	14:30 – 14:50	<b>Enhancing the guest journey with feedback</b>

		David Gough, Operations Director at <b>The Stable</b> talks about how they are enhancing guest journeys, driving repeat visitation and optimising operations through better guest feedback collection and analysis.
	14:50 – 15:10	<b>Building a marketing team of 1000's</b> Steve Flanagan, Chief Marketing Officer at <b>TGI Fridays UK</b> reveal how they work together to instill a sense of brand and pride into their team of thousands, as their biggest marketing resource.
	15:10 – 15:40	<b>BREAK</b>
CONTENT MC Mark Stretton	15:40 – 16:10	<b>Getting a latte' attention</b> Australian entrepreneur, Sarah Holloway, Co-Founder, <b>Matcha Mylkbar</b> tells the story of how with one Instagram post, overnight their Melbourne café attracted international attention and queues around the block.
	16:10 – 16:40	<b>To Be Announced</b>
	16:40– 17:00	<b>Comedy in Marketing</b> Lynne Parker, CEO & Founder of <b>Funny Women</b> shares how to add a touch of humour to your marketing to drive engagement, drawing on her experience of working with some of the biggest names in comedy like Katherine Ryan, Andi Osho & Sarah Millican.
	17:00 – 17:10	<i>Closing Remarks</i>

### TICKETS

Tickets are £575 for operators and £845 for suppliers.  
Group ticket packages are available when purchasing three tickets or more.

Tickets can be purchased by contacting Anne Steele at Propel:  
[anne.steele@propelinfo.com](mailto:anne.steele@propelinfo.com) or calling 01444 817691