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***Food and Beverage Workshop Series***  
***“How to Adapt to Challenging Times”***  
***February 22-24, 2010 ~ Seminole Hard Rock, Hollywood, FL***  
**AGENDA**

**Monday, February 22, 2010 ~ Working on the Bottom line**

Come explore strategies to improve your F&B bottom line through purchasing and inventory control! This full day session will review management and accountability techniques for these areas. The session will be a panel discussion and will touch on four topics that are major areas for food and beverage departments. We would love your input - please come with a lot of questions.

8:00 AM	Registration & Continental Breakfast
8:30 AM	Welcome and Introductions
8:45 AM	Purchasing with Broadline Distributors
10:15 AM	Break
10:30 AM	Beverage 1 - Soda
11:15 AM	Beverage 2 - Alcoholic Beverages
Noon	Lunch
1:00 PM	Purchasing - Local Market Vendors vs. Corporate Giants - Service and Price
2:30 PM	Tour of Hard Rock Seminole Kitchens
4:30 PM	Session Ends
5:00 PM	Reception at the “Bar”

**Tuesday, February 23, 2010~ Menus in Challenging Times**

With consumers watching their pocketbooks, how do you get customers in the door for a reasonable price, make them satisfied and wanting to come back for more? Today we will discuss menu design and marketing and examine possible new food trends for your property. Please bring a sample menu to be reviewed. (optional)

8:30 AM	Continental Breakfast
9:00 AM	Menu Trends and Design
10:30 AM	Coffee Break
10:45 AM	Fashioning Food with Chef Brian from Sara Lee
Noon	Lunch
1:00 PM	Marketing & Promotions: Driving Business in Today’s Marketplace
3:00 PM	Break
4:00 PM	A Extravagant Food Presentation by Chef Brian

**Wednesday, February 24, 2010 ~ The Evolution of Buffets**

In the morning, hear a buffet expert discuss the buffet and strategies to make it more profitable and enjoyable. In the afternoon we will be doing live demonstrations of great food items that will enhance your buffet and keep the customers coming back.

8:30 AM	Continental Breakfast
9:00 AM	How to Make Buffets More Profitable
10:30 AM	Break
10:45 AM	The Buffet and Profits, Continued
Noon	Lunch
1:00 PM	New Trends in Buffet Food
2:15 PM	Break
2:30 PM	Sample New Food Items for the Buffet
4:30 PM	Conference ends