

## INVITE YOU TO A SEMINAR THAT SIGNALS THE TRANSFORMATION OF FOODSERVICE SALES AND MARKETING PRACTICES

### PROGRAM

▶ **SISSEL ROSENGREN, BUSINESS UNIT MANAGER BIS FOODSERVICE**

Sissel will present the latest foodservice forecasts in light of the current economic downturn. In these unprecedented times this will examine trends in the Australian market and what we can learn from the recessionary impact on foodservice markets in Europe and North America.

▶ **NIGEL GAUNT, MD FOODSERVICE REWARDS AUSTRALASIA**

Foodservice Rewards is a direct to end user, on pack, points based incentive program which via redemption also provides purchase behavior so you can profile, map and communicate with previously unmapped end users. It is the first continuously updated database of the foodservice marketplace. The program has been operating in the US and UK for many years and includes the world's leading brands. Foodservice Rewards will launch in Australia and New Zealand in May.

▶ **PAUL HAGEGE, CEO & FOUNDER CHD EXPERT**

CHD Expert is the global leader in collecting, managing and analysing data for the foodservice industry. CHD Expert has developed and built a database called FIND (Foodservice Industry National Database) representing the most comprehensive and accurate census of commercial and non-commercial foodservice outlets in 15 countries in Europe as well as North America and soon Latin America.

With CHD Expert's arrival in Australia and New Zealand in March 2009, FIND will be available to foodservice suppliers in both countries. Paul will present Easy2FIND which is a revolutionary lead generation tool for your foodservice sales force as well as an analytical tool for your marketing strategy team.

KeyFIND is the census of the national key accounts such as corporate headquarters of restaurant chains, hotels chains, foodservice management firms, etc.

CHD's Easy2FIND tool can be completely interfaced with FSR transactions data to provide comprehensive end to end diagnostics and precisely targeted strategic and tactical solutions.

SmartFIND will provide you the list of operators with the highest propensity to buy your products, based on FSR redemption.

### VENUE

**DATE:** Tuesday 17th Feb, 2009

**VENUE:** RACA Club

89 Macquarie Street, Sydney

**TIME:** 3:00p.m – 5:00p.m (followed by cocktails)

**DRESS:** Business Smart Casual

**RSVP:** Sandra Cosgrove

T: (02) 9959 5924

E: scosgrove@bis.com.au

**DATE:** Thursday 19th Feb, 2009

**VENUE:** Theatrette RACV Club

510 Bourke Street, Melbourne

**TIME:** 3:00p.m – 5:00p.m (followed by cocktails)

**DRESS:** Business Smart Casual

**RSVP:** Sandra Cosgrove

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