

We Thank all of our Partners who helped
make this program a success!



www.coca-cola.com



www.conagrafoods.com



www.cretors.com



www.allureglobal.com



www.venturafoods.com

GOLDEN LINK

INTERNATIONAL THEATRICAL MARKETING & CONCESSIONS



FOCUS ON CONCESSIONS

December 6th & 7th, 2016

in conjunction with



THE SCHEDULE OF EVENTS

TUESDAY, DECEMBER 6TH

11:30 – 16:00 DAY 1

FOCUS ON OVERALL CONCESSIONS OPERATIONS

11:30 – 11:45

WELCOME – Jeff Waaland, President of Golden Link & Larry Etter, SVP of F&B, Malco Theatres & Director of Education for NAC

11:45 – 12:45

THE CUSTOMER FIRST ATTITUDE

Larry Etter, SVP of F&B, Malco Theatres & Director of Education for NAC

12:45 – 13:15

LUNCH ON THE TRADE SHOW FLOOR

13:15 – 14:00

COCA-COLA - REFRESHING THE MOVIES

Monica Datta, Customer Development Director – ASIA PACIFIC, Coca-Cola Far East Limited

14:00 – 14:45

INCREASE CONCESSION SALES BY REDEFINING THE CONSUMER EXPERIENCE THROUGH DIGITAL MESSAGING

Rodrick Glass, EVP Business Development & Brian Whitney, SVP Sales - Allure Global Solutions, A Christie Company

14:45 – 15:15

VENDOR SPOTLIGHT – PRODUCT & COMPANY PRESENTATIONS

Shelly Olesen, VP Sales & Marketing, C. Cretors & Company
Bavin Chin, Sales Director, APAC, Ventura Foods Singapore
Jeff Waaland, President, Golden Link Inc.

15:15 – 16:00

INVENTORY = CASH

Larry Etter, SVP of F&B, Malco Theatres & Director of Education for NAC

WEDNESDAY, DECEMBER 7TH

13:30 – 18:00 DAY 2

FOCUS ON PROMOTIONS

13:30 – 13:45

INTRODUCTION TO NAC

Dan Borschke, EVP, National Association of Concessionaires

13:45 – 14:30

SUCCESSFUL PROMOTIONS AND 2017 FILM REVIEW

Kathy Hogan, Director, Studio Promotions, Golden Link Inc.

14:30 – 15:00

CINEMA RENOVATIONS AND “FAILED PROMOTIONS AND LESSONS LEARNED”

Mariam El Bacha, Director of Operations, MBO Cinemas

15:15 – 16:15

PRODUCING THE PROMOTION

Larry Etter, SVP of F&B, Malco Theatres & Director of Education for NAC

16:15 – 16:45

IN CINEMA CONCESSIONS PROMOTIONS – TODAY & TOMORROW

Q&A Session with Cinema and Promotions Experts

Moderated by Jeff Waaland

Panel includes Larry Etter, Mariam El Bacha, & Kathy Hogan

16:45 – 17:00

CLOSING REMARKS

17:00 – 18:00

HAPPY HOUR ON THE TRADE SHOW FLOOR

WELCOME TO CINEASIA UNIVERSITY – FOCUS ON CONCESSIONS!

It is our pleasure to invite you to join us for “CineAsia University – A Focus on Concessions” located on the Trade Show Floor, presented by Golden Link Inc. and the National Associations of Concessionaires – NAC. This educational series of presentations will cover the first 2 days of CineAsia, where we have brought together some of the leading experts within the field of cinema concessions and promotions from around the world.

This promises to be a fun, informative, and interactive two days, from which we are confident you will leave with ideas, new products, and innovation that can transform your current concession stands and lobbies. Our leaders will cover areas that can not only help boost your concessions revenues and profits, but increase customer satisfaction and loyalty as well.

ABOUT GOLDEN LINK

Golden Link Inc. has been delivering concession solutions and unique in-theatre promotions to cinemas worldwide since 1997. Since then, we have become a global leader providing products and services to over 80 countries around the world!

www.goldenlinkinc.com

ABOUT NAC

The National Association of Concessionaires is the trade association for recreation & leisure- time foodservice & concessions, providing education, information, and networking opportunities for the industry.

www.NAConline.org