

**Coming to the Mid-Atlantic NATO "Cinema Show and Tell" 2015!  
the NAC Regional Seminar Series returns with:**

# **Building the Experience**

**A one-day educational program designed for entry level managers, supervisors and those interested in concessions management. A perfect precursor to NAC's Concession Manager Certification Course.**

**The intention of this seminar "Building the Experience" is to stress the importance of changing the mental image of the concession experience. The ability to retrain the consumer from the ground up as to the reliability, creativity and professionalism within the ranks of the recreational foodservice channel.**



[www.naconline.org](http://www.naconline.org)

## **About the Instructor:**

Larry Etter, CCM, has over three decades of professional experience in the food and beverage industry, from positions with major hotel companies, foodservice contractors, and currently Senior Vice President of Theatre Services with Malco Theatres. He also serves as Director of Education for NAC.



## **Dates & Locations**

*May 13, 2015 – Springfield, Virginia in conjunction with the Mid-Atlantic NATO "Cinema Show and Tell", slated for May 12 & 13 at the Waterford at Springfield. 1:30 - 5:30 PM.*

*This NAC Seminar is included in your registration for the Mid-Atlantic NATO "Cinema Show and Tell".*

<http://midatlanticnato.com/cinema-show-tell.html>

## ***Presenting National Sponsors:***

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# Building the Experience – Prospectus

## NAC Regional Seminar Series 2015

### *The Concession and Recreational Foodservice Channel*

#### **Assumptions:**

- Built for Speed of service
- Built for Entertainment complexes
- Built for Convenience
- Lacks respect for the complexity and presentation
  - Not healthy
  - Not sanitary
  - Not complicated
  - All sugar no spice

The intention of this seminar “Build the Experience” is to stress the importance of changing the mental image of the concession experience. The ability to retrain the consumer as to the reliability, creativity and professionalism within the ranks of the recreational foodservice channel.

The theme of the seminar is to compare the building of the concession experience to that of the construction of a building. The seminar is broken down into 4 distinct modules.

The overall presentation begins with the personal images we as concessionaires project, what are patrons thinking before they even enter the facility.

**What is the landscaping?** What does our operation look like from afar; outside our own presentation. What are the messages we send about our concession operations. Based on that knowledge is there predicative analysis that will change any negative perceptions we have about the business? What is the plan to improve the image or landscape of the operation?

**What is the foundation** of the business. What are the service essentials that make our patrons loyal? What are the emotional pieces that tie customers to the concession stand? This module deals with greeting the customer, making it easy to do business and presentation of the value in participating in the concession experience.

**What are the bricks and mortar** of the business? The experience at any concession can be broken down into three parts: service, food, and price. What is the recipe to excellent service? How do we ensure only the highest quality in products? Can we add value to the menu prices the consumer complains about?

**What tops off** the experience: the roof. What are the competitive advantages we can deploy? How can we gauge the approval ratings from our guests? What is the Lagniappe (little extras) in our operation? What are the last impressions of our concession stands?

#### **Seminar Outline:**

Opening Statements and review of the Industry

#### The Landscape

- Experience does not equal Brand
- Initial Image
- Pre-Event Messaging
- Predicative Analysis
- Corrective Plan
- Recipe for the perfect experience

#### The Foundation

- Welcome: Greeting the Guest
- The five breakthroughs
- Understanding the customer
- Making it easy
- Delivery of the service

#### The Bricks and Mortar

- The degree of excellence
  - Service
  - Food
  - Price
- Financial Performance
- Service
  - Six actions that require measurement.
  - 10 ways to keep the patron coming back.
- Food
- Price

#### The Roof

- Competitive advantages
- Begin with the end in sight
- Lagniappe
- Lasting impressions

#### The summary

- What does the future look like?
- How will you build your experience?