

**Coming to a city near you!
the NAC Regional Seminar Series returns with:**

Building the Experience

A series of one-day educational programs 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.

NATIONAL ASSOCIATION OF
NAC
CONCESSIONAIRES

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.

Cost:

\$125 for NAC members
\$165 for non-members

Send three attendees to one location get the fourth free!

Your registration may be applied to the NAC Concession Manager Certification Course or a new NAC membership within 18 months of the seminar. Must submit requests in writing to info@naconline.org.

Dates & Locations

2014

February 25 – Santa Fe Springs, CA
(start 9:30 AM)

April 23 – Dallas, TX
(8:00 AM – 2:00 PM)

April 28 – Minnetonka, MN
(2:00 – 6:00 PM)

September 24 – Myrtle Beach, SC
(9:00 AM – 1:00 PM)

December 7 – Hong Kong
UA Cityplaza

Presenting National Sponsors:

AICP, C. Cretors & Co., CCSI, ConAgra, FUNacho, Gold Medal, Hershey's, Kernel Season's, Nestle, Promotion in Motion, Ricos, Royal Corporation



Building the Experience – Prospectus

NAC Regional Seminar Series 2014

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?



Building the Experience – Registration Form NAC Regional Seminar Series 2014

Registration Fees: _____ # of NAC members at \$125 each _____ # of Nonmembers at \$165 each

-Send three to one location, get the 4th free!

-Your registration may be applied to the NAC Concession Manager Certification Course or a new membership within 18 months of the Regional Seminar: Call 312-236-3858 or email info@NAOnline.org for details.

Choose Location:

_____ February 25, Santa Fe Springs, CA _____ April 23, Dallas, TX _____ April 28, Minnetonka, MN
_____ September 24, Myrtle Beach, SC

(Specific location and directions will be sent with registration confirmation. One form per location for up to four registrants, with same mailing address, use a different form for separate addresses)

Registrant 1:

Name _____ Title _____ Email _____

Registrant 2:

Name _____ Title _____ Email _____

Registrant 3:

Name _____ Title _____ Email _____

Registrant 4:

Name _____ Title _____ Email _____

Mailing Address:

Company _____

Address _____

City _____ State _____ Zip _____

Mail/Fax this entire form and check payable to: (Payable in U.S. Funds)

National Association of Concessionaires, 180 N, Michigan Ave., Suite 2215, Chicago, IL 60601

Or Charge to: _____ Visa _____ MasterCard _____ American Express

Total Amount to be charged: _____ Account No: _____

Expiration Date: _____ Verification Code: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____

Phone Number: _____ Email: _____