

BUSINESS & INDUSTRY

BACK BY POPULAR DEMAND!

DEVELOPING A FOCUSED GROWTH STRATEGY: A BLUEPRINT FOR DRIVING PROFITABLE GROWTH

Wednesday, 11:00 a.m. - 12:30 p.m.

Dr. Mark L. Frigo, Director of the Center for Strategy, Execution and Valuation, DePaul University, Chicago

Join DePaul University's Dr. Mark L. Frigo as he returns to the OneShow with a powerful, in-depth guide for developing a focused growth strategy. Dr. Frigo will present exciting new material focused on helping business owners develop, refine and execute business strategies that create profitability.

Dr. Frigo's "Return Driven Strategy" is a framework for business analysis and planning that is built on a simple theme: If we can better understand how the success or failure of a business is driven by its plans and actions, then we can greatly improve how we value companies and how we run our businesses.

Using that approach, Dr. Frigo will also examine the forces of change affecting NAMA members in developing profitable growth strategies.

Gain the knowledge and power to grow your business – don't miss this outstanding OneShow education opportunity, and receive access to an electronic version of Dr. Frigo's *Seven-Step Focused Growth Strategy Guide*.



SOCIAL MEDIA FOR BUSINESS

CONSUMER ENGAGEMENT THROUGH SOCIAL MEDIA

Wednesday, 11:00 a.m. - 12:30 p.m.

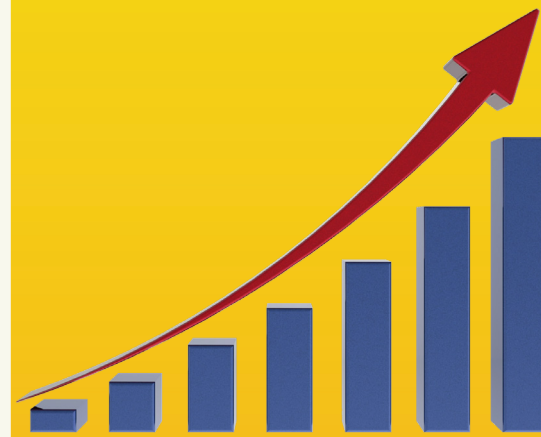
Facilitator: Dan Avenick, Director, Vending Strategy, Coca-Cola

Panelists: Chuck Olson, CNC Vending, and Tom Siciliano, Integrity Associates, LLC

Harnessing the social media boom has become one of the hottest topics for businesses searching to find ways to drive growth through a differentiated consumer experience and relationship. But seeking to achieve real impact through social media programs pres-

ents a number of considerable challenges – and social media is only one tool of many that can be used to create greater connectivity with consumers.

This interactive presentation will discuss a balanced approach for businesses seeking to gain genuine engagement with consumers and ways to recruit and market using social media. A panel discussion focused on case studies of successful implementation programs is included.



COLD BEVERAGE TRENDS & STRATEGIC INSIGHTS

Wednesday, 11:00 a.m. - 12:30 p.m.

Ross Colbert, Executive Director & Global Strategist, Rabobank International

Cold beverages represent the largest segment of food and beverage vending, accounting for more than 28 percent of all sales every year since 2007. This session will focus on the state of cold beverages in vending and what the industry will look like by 2017. The session will provide key trends, growth drivers and the strategies that leading companies are utilizing to achieve growth.

