

MKT CONFERENCE 2025

COLLAB-C

PFG ONE



DAY 1 - JUNE 2ND

TIME	TOPIC
Afternoon	Afternoon Arrivals
6:00 - 8:00 PM	Welcome Reception & Dinner (Hotel)

DAY 2 - JUNE 3RD

TIME	TOPIC	PRESENTER
7:00 - 8:00 AM	Breakfast	
8:00 - 8:15 AM	Welcome & Conference Overview	Karen Marshall
8:15 - 8:30 AM	Opening Kickoff	Eric Shoemaker
8:30 - 9:00 AM	Group Activity	Jenn Bushman
9:00 - 9:45 AM	Power of Mentoring	Dan Carroll
9:45 - 10:15 AM	What's Trending	Lonnie Varisco
10:15 - 10:45 AM	Creative Updates	Jenn Bushman
10:45 - 11:00 AM	Break	
11:00 AM - 12:00 PM	Zebec Chopped	Brands & Culinary Team
12:00 - 1:00 PM	Lunch	
1:00 - 1:15 PM	Breakout Kickoff	Karen Marshall
1:15 - 2:15 PM	Breakout Session 1 Self-Selected	Small Groups
2:15 - 2:30 PM	Room Change	
2:30 - 3:30 PM	Breakout Session 2 Self-Selected	Small Groups
3:30 - 3:45 PM	Break	
3:45 - 4:30 PM	Breakout Session 3 Self-Selected	Small Groups
4:30 - 5:00 PM	Training Update	Jim Lyman
5:00 - 5:10 PM	Wrap-Up	Karen Marshall
6:00 PM	Departure to Dinner/Activity	
6:30 - 8:30 PM	Dinner & Activity	Group Activity
8:30 PM	Return to Hotel	

DAY 3 - JUNE 4TH

TIME	TOPIC	PRESENTER
7:30 - 8:30 AM	Breakfast	
8:30 - 9:00 AM	Recap from Day 1 & Panel Introductions	Karen Marshall
9:00 - 10:00 AM	Marketing Panel Discussion	Moderator: Jeff Felton
10:00 - 10:15 AM	Break	
10:15 - 10:45 AM	Customer First Updates	Jim Gould
10:45 - 11:15 AM	Digital Updates	Jeff Felton
11:15 - 12:00 PM	Marketing Updates, Marketing Innovator, NMP, Italian Promotion, & Closing Comments	Karen Marshall
12:00 - 1:00 PM	Grab-N-Go Lunches & Departures	

BREAKOUT SESSIONS

INCENTIVES THAT IGNITE

Partnering with Beacon for Impactful Events

Amy Bott

TRENDSETTERS & TACTICS

Advanced Social Media for Next Level Marketing

Morgan Gilmore & Ellie Woollet

YES YOU CANVA!

Design Basics for Beginners

Drew Frigo & Emily Taylor

BEYOND THE BASICS

Unlocking Canva's Hidden Superpowers

Jenn Bushman

THE SECRET SAUCE

Planning Winning Local Marketing Programs & Food Shows

Peer-to-Peer Marketers' Session Facilitated by Linda Bott

LET'S MAKE A DEAL

Negotiation Tactics w/Mike Seidel

Michael Seidel

POWER MOVES

Turning Data into Decisions w/Power BI

Nick Hughes