



## **“IMBIBE THE VIBE”**

All meeting events at the Bally's Grand Ballroom

Both evening events at the North Tower, 26<sup>th</sup> Floor - SKYVIEW

### **MONDAY, MARCH 12**

9:00 - 4:00 VIBE Registration Opens **Bally's Grand Salon**

### **TUESDAY, MARCH 13**

8:00 - 5:00 VIBE Registration Opens **Bally's Grand Salon**

9:00 - 5:00 Recharge Lounge **Bally's Grand Salon**

9:00 - 5:00 Silent Auction Bidding for CORE (Children of Restaurant Employees) – CORE is the official charity of VIBE.

12:00 - 2:30 “Drop In” Informal Deli Buffet Lunch **Bally's Grand Salon**

12:00 - 4:00 Alcohol-Free Beverage Bar **Bally's Grand Salon**

3:00 - 3:15 Welcome - Master of Ceremonies, *Stephen Barth, Esq., President/Founder, HospitalityLawyer.com and Jon Taffer, President, NC&B Digital Media Group, and Star of Bar Rescue on Spike TV* **Bally's Grand Ballroom**

3:15 - 4:15 **OPENING KEYNOTE**: Moving the Market: *Accelerate your impact by influencing how and why buyers make decisions.* Learn how the world's most profitable companies avoid competing on price, and how you can too – by activating the most powerful buying triggers consistently ignored by current sales and marketing techniques. Leverage the power of social identity theory to differentiate you and your offer. Market your value in all 3 currencies in which exchanges are made. *Peter Sheahan, ChangeLabs, Founder and CEO*

4:15 - 5:15 **VIBE VISTA Operator Awards and VIBE Visionary Award, presented by Stephen Barth, Esq.** VIBE recognizes chain beverage executives for excellence in their corporate beverage programs, professionalism, and creativity in a variety of categories. Two sets of awards are given to recognize the specific parameters that apply to each on-premise industry sector. Winners are selected by a panel of beverage professionals against a specific set of criteria outlined in the on-line entry application.

5:15 - 6:15 **The Do's and Don'ts of Social Media and Web 2.0.** Known as a “real web guru”, Amber MacArthur explores the world of social media and Web 2.0, looking at how they have reframed the relationship -- and the expectations -- between companies and their customers. How have companies used social networking sites (Facebook) and user-generated content sites (YouTube)? What can you learn from their successes and failures? How can you incorporate blogs, videos, and other Web content into your marketing? How much control do you give the customer? What should you always provide, and what should you never offer? What new technologies will have a major impact on your business, and which ones are just fads? What are your competitors already doing and how can you surpass them? With a reporter's knowledge of up-to-the-second trends, and a consultant's understanding of what really works, Amber empowers you to use these technologies to strengthen customer loyalty and market more effectively.  
*Amber MacArthur - New Media Author, Strategist, and TV Host*

**6:15 - 8:30**     **The Art of the Drink.** This opening Welcome Extravaganza is where VIBE attendees can tickle their taste buds from a palette of colorful and tantalizing cocktails, wines, and beers. **Pinnacle Sponsor Mixologists:** Tony AbouGanim, The Modern Mixologist, will showcase cocktails using products from Pernod-Ricard, and Chef/Mixologist, Peter Serantoni of Fork in the Road, will showcase drinks using products from Diageo and Duggan McDonnell for Constellation Wines. Moving among Cameo Sponsor Stations, attendees will find a broad brush of delicious cocktail creations prepared by **Cameo Mixologists:** Charlotte Voisey & Kathy Casey for Wm. Grant and Monin; Kim Haasarud for Proximo Spirits and Tree Top; Phil Adler for Torani and Luxco; Charles Steadman for Rémy-Cointreau; Jeff Underwood for Kerry and Patrón; Brian Loukmas for Bacardi and Coca-Cola. Palate-pleasing wine and beer selections span the globe to provide a “color your world” of taste and flavor.  
**Skyview 5 & 6 – 26<sup>th</sup> Floor, North Tower**

## **WEDNESDAY, MARCH 14, 2012**

**8:00 - 5:00**     **VIBE Registration & Attendee Services Open**     **Bally's Grand Salon**

**9:00 - 5:30**     **Recharge Lounge**     **Bally's Grand Salon**

**9:00 - 3:00**     **CORE – Day 2 of Silent Auction.** Silent Auction Winners list will be posted on the door at the closing Happy Hour reception. Winners and donated items will also be posted on [www.COREgives.org](http://www.COREgives.org)

**9:00 - 10:00**     **Breakfast Brasserie**     **Bally's Silver Ballroom**

**9:30 - 12:30**     **Alcohol-Free Beverage Bar**     **Bally's Grand Salon**

**10:00 - 10:10**     **Welcome – Master of Ceremonies: *Stephen Barth, Esq.***     **Bally's Grand Ballroom**

**10:10 - 10:40**     **INDUSTRY KEYNOTE: How Leveraging the Personalities within your Restaurant and Bar can Build Business and the Bottom Line** *Niki Leondakis, President/COO, Kimpton Hotels*

**10:40 - 11:10**     **VIBE Supplier Excellence Awards: *Presenter, Stephen Barth, Esq.***

**11:10 - 11:25**     **Logistics Break – Travel to Workshops**

**11:25 - 12:25**     **Workshop Series # 1**

- **Why You Like What You Like:** Psychophysical differences shape personal wine preferences. MW Tim Hanni introduces you to Vinotyping: a scientifically-based system for classifying wine consumers based on a combination of sensory sensitivity and psychological factors that shows you how to use this to increase your business. New consumer research will open up amazing opportunities to strategically expand the spectrum of wines you offer and rethink wine and food matching. You will be introduced to a new consumer-centric training module based on the curriculum created by Hanni and adopted by the Wine and Spirits Education Trust. Tim Hanni MW is an industry consultant to wine producers and hospitality companies, a consumer research specialist, teaches the Wine Business Certificate Series at Sonoma State University, and sits on the Board of Directors of the Institute of Masters of Wine. *Tim Hanni MW, Tim Hanni Enterprises*     **Bronze 3**
- **Classic Cocktails with a Twist:** David Commer shares ideas for creating signature cocktails by providing twists on the classics. In this tasting session he demonstrates thoughts and ideas for keeping the classics relevant in your concept. The plan is not just to provide you with some tasty cocktails, but rather to provide you with some idea starters to go back and create your own signature drinks. **Tasting.** *David Commer, Commer Beverage*     **Bronze 2**
- **“Draught Dispense University”:** Get your degree in draught beer management! Learn how to identify issues early and avoid the pitfalls that erode margin. This session will be a comprehensive study of the perfect beer system, highlighting in detail each part and the role it plays in delivering top quality draught that will have customers coming back for more. *Cian Hickey, Anheuser-Busch*  
**Bronze 4**

- **Growth Trends in the Hotel F&B Segment:** Hotel food and beverage is poised to grow at rates that exceed the broader foodservice/on-premise industry, but there exists scant information on the health of the lodging F&B business. Technomic will provide a review of the current situation and provide perspective and insight into the growth and outlook for this important segment. Consumer and trade research will be utilized to provide a broad review to suppliers and operators that can be utilized to generate incremental growth opportunities. David Henkes is the author of several Technomic studies on lodging F&B and is the head of the firm's on-premise practice.

**David Henkes, Technomic, Inc. Bally's Grand Ballroom**

**12:45 - 1:45 Noshing & Networking Luncheon**

**1:30 - 5:30 Alcohol-Free Beverage Bar Bally's Grand Salon**

**1:45 - 2:45 Workshop Series # 2**

- **Today's Non Alcoholic Business; from House-made Sodas to Bold Signature Cocktails .... *Get inspired to mix up your beverage menu and refresh your bottom line:*** The non-alcoholic segment is one of the biggest profit opportunities in today's restaurants and bars, which has yet to be fully realized. International Mixologist and Chef Kathy Casey will talk about today's trends, from infused waters to DIY sodas and unique NA cocktails. Taste different drinks made three ways: hand crafted, speed scratch and quick service. Capture the essence of the "House made and Seasonal" trend with simple concepts and techniques that will work in a multi-unit environment.

**Tasting. Kathy Casey, Kathy Casey Food Studios & Liquid Kitchen Bronze 3**

- **The Mixology of Consumer Beverage Choice:** consumers have almost unlimited beverage choices. Yet despite the large number of available options, we see overall beverage servings decline. For those consumers who continue to visit restaurants, there's a growing trend in 'trade down' in adult beverage options. This is true of restaurant selection as well. Clearly consumers have changed their decision making process. Warren Solochek tackles the how and whys of these beverage choice issues using information sourced from NPD's CREST database as well as proprietary research recently completed by NPD on consumers' beverage alcohol and restaurant selection criteria including - When we tend to purchase certain adult beverages and why, is it driven by brand availability? Bottle or glass options?; how important promotions & incentives are to purchase; What happens when a guest's preferred adult beverage brand is not available; the importance of price in beverage choice; and is this true for both adult beverages and non-adult beverages?

**Warren Solochek, The NPD Group, Inc. Bally's Grand Ballroom**

- **All Star Panel on Beverage Trends:** Join our All Star panel of industry experts as we discuss and debate beverage trends. Everything is on the table as we review liquor, beer, wine, adult beverages and alcohol-free beverages. Our distinguished panel will give thumbs up or thumbs down on several current beverage trends and topics as well as offer their opinions and insights.

**Moderator: David Commer, Commer Beverage. Panelists: Stephen Beaumont, WorldofBeer.com; Doug Frost, Beverage Alcohol Resource; Kim Haasarud, Liquid Architecture and Peter Serantoni, Diageo Bronze 2**

- **Nutrition and Alcohol, Can They Mix?** The developer of the innovative *Nutrasmart* nutritional analysis applet, will discuss how the new nutritional information disclosure laws will impact the formulation and menu display of your alcoholic beverages, cocktails, and specialty drinks.

**Jeffrey Whitlow, MD, Nutritional Information Services Bronze 4**

**2:45 - 3:15 Networking Break Bally's Grand Salon**

**3:15 - 4:15 Workshop Series # 3**

- **PET Sounds** – restaurants are marketers too, so how should restaurants be merchandising wine in today's market? By the keg? Cans? In PET bottles? Doug Frost MS, MW pours some unusual wines to spark an exploration into what new wine trends the restaurant business is ignoring, perhaps to its peril. **Tasting. Doug Frost, Beverage Alcohol Resource Bronze 2**

- **On-Premise Consumer Trends:** This session will feature Next Level’s latest on-premise consumer research, fielded exclusively for the 2012 VIBE Conference. This year’s study will start with actionable beer, wine and spirit cocktail trends. Next we will dive into what consumers want to see more of on the beer, wine and cocktail menus that they read. This year’s study will also include a series of beverage questions that came from the VIBE Advisory Council operators. Finally, we conclude with a tour of the latest trends making their way onto the latest national chain menus.

**Mike Ginley, Next Level Marketing** **Bally’s Grand Ballroom**

- **Spotlight on Social Media Success.** This session highlights social media’s role in multi-unit on-premise organizations. The panel will feature marketing executives from chain restaurants, hotels and nightclubs who will share their success stories, and offer insight about successfully navigating social media. By having access to these thought leaders and industry experts, participants will learn what’s working well and glean ideas on what you can do to improve business using various social media platforms.

**Moderator: Dave Dronkers, Dronkers Beverage and Social Media Solutions. Panelists: Elizabeth A. DeConti, GrayRobinson P.A.; Nicole Cochran, Brinker; Paul Freher, Buffalo Wild Wings; Jason Miller, P.F. Chang’s; Kristen Cronhardt, Tilted Kilt** **Bronze 4**

- **The Gastronomic Beer: Selling beer through creative menu linkages in the 21<sup>st</sup> century.**

The day has passed when matching beer and food meant little more than a brewery-hosted beer dinner from time to time. Many of today’s richly flavorful and high margin beers are developed with food in mind, and consumers increasingly expect sommelier-style assistance when ordering them. Stephen Beaumont has been practicing beer and food pairing since the early 1990’s and will take attendees on an informative tour through the new age of dining with beer.

**Tasting. Stephen Beaumont, WorldOfBeer.com** **Bronze 3**

**4:15 - 4:45**      **Networking Break**      **Bally’s Grand Salon**

**4:45 - 5:45**      **CLOSING KEYNOTE: GET SWITCHED ON! ... The Magic of Mission and Momentum**

Get Switched On is a fun, engaging and interactive experience designed to help people get a better attitude and take high quality action. In difficult economic times, people tend to make excuses, focus on what’s not working, and can become disillusioned. Attitudes can sour and the quality of their effort can decline. The turnaround starts with acknowledging the gap between where you are and where you can be. What is possible for you? What have you been neglecting? What are the brutal facts you need to confront and take action on now? Chip helps you clarify your compelling vision and get a clear game plan for the future. What’s working? What’s exciting? Painting a picture in which you can see yourself making the vision a reality goes a long way to getting plugged back in and switched on!

**Chip Eichelberger CSP, Peak Performance, Motivation, and Sales Strategist**  
**Bally’s Grand Ballroom**

**5:45**      **Closing - Stephen Barth, Esq. immediately followed by “Imbibe the VIBE” HAPPY HOUR! ... We’re waiting for you at THE Sky View Tower**

From classic cocktails, wines, and beer selections from our valued sponsors, to specialty drinks, you will find something to please your palate. Pair your choice of liquid libations with a wide variety of small plate Happy Hour specialty food selections that may even provide you with a final tip to take back for your own Happy Hour menu. It’s the perfect time to exchange ideas from the conference as well as business cards for future communication. Thanks for coming. Imbibe the VIBE!

**Skyview 5 & 6 – 26<sup>th</sup> Floor, North Tower**

*Thank you for attending the 2012 VIBE Conference*

**Questex Media Group**

**Kerry Gumas**

**Jon Taffer**

**Liza Wylie**

**BSI/WFV Partners**

**Sharyn W. Iler**

**J. Bruce Iler**

**Lawrence J. Weiss**