

# 2010 Meal Prep Conference



June 13-14, 2010 – Denver, CO

## INTRODUCTION:

This is the eighth industry event that we have been involved in since the fall of 2005. This includes five previous conferences run by the Easy Meal Prep Company, a conference run by the International Association of Meal Prep Businesses and a Meal Prep Summit for franchisers in April 2008.

## OVERALL THEMES:

This conference comes at time when the industry in the US has contracted considerably. The situation in Canada has been more stable. However, there continue to be stores that do well and there are new innovations that seem to be working for some businesses. This conference will focus on the following themes:

- **The target markets** and products & services needed to serve those markets;
- **Marketing** that works;
- **Industry data** and trends;
- Making the business **run better and profitably**;
- Plentiful opportunities for **networking**; and
- A fun and interactive environment.

## LOCATION AND COSTS:

Sunday's events will be at the Denver Airport Marriott:

16455 East 40<sup>th</sup> Circle  
Aurora, CO 80111  
303-731-4333

Monday's events will be at Sysco, which is about 5 miles from the hotel:

6000 Beeler Street  
Denver, CO 80238  
303-458-4000

The attendance fee is \$95/person.

- If you are attending Sunday's events only, that cost is \$65 (including dinner).
- If you would like to attend the events on Monday only, the cost is \$35/person (including lunch).

The attendance fee pays for the facilities, dinner on Sunday evening, and lunch on Monday. Bert Vermeulen, who organizes this event, donates his time in order to keep costs within everyone's budget.

## HOW TO SIGN UP:

Send an email to [bert@easymealprep.com](mailto:bert@easymealprep.com) and he will send you the registration instructions.

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## SCHEDULE for Sunday, June 13

(Denver Airport Marriott)

1:00 PM to 1:15 Registration and introductions

1:15 PM to 5:00 Special interest meetings and workshops. Suggested topics:

- **Introductions and discussions of your business and objectives**  
(Come prepared to share and learn)
- **Reaching the Target Customer**  
(Open discussion facilitated by Bert Vermeulen)
- **Share your marketing ideas and successes**  
(Everyone should bring something to share)

5:00 PM to 6:30 Drinks and socializing time. This is a good time to seek out others for more detailed one-on-one discussions.

6:30 PM onwards Dinner

**Bert Vermeulen will present his observations on the industry**

## Tentative SCHEDULE for Monday, June 14

(Sysco Denver)

8:30 AM to 9:45 **Introduction and Industry Overview & Direction**  
(Details of the industry data and analysis by Bert Vermeulen)

9:45 AM to 10:30 **Business Economics and Financial Ratios** (Bert Vermeulen)  
What does it take to make money in this industry

10:30 AM to 11:15 **Additional Revenue Streams** (Bert Vermeulen)  
What different businesses are doing to increase revenues

11:15 AM to 12:00 **Email Marketing, Social Networking, and Promotion**  
A review of some best practices presented by Bert Vermeulen

12:00 to 1:00 Lunch (TBA)

1:00 PM to 1:45 **How everyone can help each other**  
(Open discussion facilitated by Bert Vermeulen)

2:00 PM to 3:45 **Other topics to help you succeed (TBD)**  
(Open discussion facilitated by Bert Vermeulen)

3:45 PM to 4:00 **Closing comments and feedback**  
(Open discussion facilitated by Bert Vermeulen)

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## PACKING AND PREPARING FOR THE CONFERENCE:

The following are some things to keep in mind in packing and preparing for the conference:

- 1. Dress.** We encourage you to dress casually. This should be a relaxing time for everyone. If you do choose to bring something more formal, the dinner on Sunday evening would be the most appropriate time to wear this.
- 2. What to bring.** We encourage you to bring **marketing materials, operations tips**, and other items that will be useful to share with others. The more that everyone gives, the more that everyone will get out of this event. Also feel free to bring plenty of questions. This is a great opportunity to share and to learn.
- 3. What we're providing.** In the interest of keeping conference costs as low as possible, we've only arranged for meeting facilities, the Sunday dinner, and the Monday lunch. In general, we won't be providing handouts of the presentation materials, but we will have electronic copies for everyone. We'll also have flip charts markers, etc so that we can have some good discussions and capture these thoughts.

The meeting format and facilities were chosen to be as accommodating to your needs as possible. Because the group is relatively small and quite mixed, we have the capability to cover the topics that will be most helpful to all of you. Please take a look at the attached list of topics and rough schedule and let me know any inputs you have by Friday, June 4. I will then rework the schedule and send another note.

I look forward to seeing you at the event.

*Bert Vermeulen*  
Easy Meal Prep Company