

2020 Frozen Foods Session

Agenda

Monday, August 17, 2020		
Marketing & PR Strategies: Getting Celebrities to Endorse Your Brand	7:00 AM	4:00 PM
Marketing & PR Strategies: Ageless Marketing	7:00 AM	5:00 PM
Marketing & PR Strategies: Adapting Your Message to Key Industry Trends & Issues	7:00 AM	5:00 PM
Marketing & PR Strategies: Keeping Buyers Happy	7:00 AM	5:00 PM
Marketing & PR Strategies: Leveraging Local Media to Drive Brand Growth	7:00 AM	5:00 PM
Tuesday, August 25, 2020		
Arrivals & Registration	10:00AM	6:00PM
Cocktails	6:30 PM	7:00 PM
Dinner	7:00 PM	10:00 PM
Wednesday, August 26, 2020		
Breakfast	6:30 AM	8:00 AM
Meetings	8:00 AM	12:00 PM
TIP Session - Thought Interaction Pods	11:00 AM	11:25 AM
Lunch	12:00 PM	12:40 PM
Meetings	12:40 PM	5:00 PM
Cocktails	6:30 PM	7:00 PM

Dinner	7:00 PM	10:00 PM
Thursday, August 27, 2020		
Breakfast	6:30 AM	8:00 AM
ECRM Roundtable Recap: Sustainability & Recycling (Larry Levin, IRI)	7:00 AM	7:30 AM
Meetings	8:00 AM	12:00 PM
Lunch	12:00 PM	12:40 PM
Meetings	12:40 PM	5:00 PM