

2014 Foodservice

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Wednesday, April 9, 2014

Digital Media Engagement for Culinary Professionals and Their Operations

30 minutes

Topics: 1. The evolution of digital media (social media, publications, google) 2. The role of digital media for business - social media, CRM 3. How the hospitality industry has embraced digital media 4. Basic strategies to become engaged.

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