

GGRA Industry Conference Schedule

As of February 21, 2019

Monday, April 15

9:00 am - 11:00 am

Workplace Sexual Harassment Training

This session will meet the new sexual harassment training requirement for all California employers.

9:30 am - 10:00 am

Morning Refreshments

10:00 am - 10:30 am

Opening Keynote by San Francisco Mayor London Breed

10:30 am - 11:00 am

Economic Forecast from Mark Vitner, Managing Director/Senior Economist, Wells Fargo

11:15 am - 12:30 pm

Morning Breakouts

Breakout #1 | Robot Revolution: Are robots the new tool for scaling?

Is the robot revolution upon us? Many think the restaurant industry is poised to be taken over by robots doing everything from cooking to bartending. Could robots be helpful for scaling or replicating your concept? Are robot solutions affordable and do customers like them? In this session, hear from pioneering restaurants that are using robots as part of their core operations.

Breakout #2 | Tip Sharing: To do or not to do?

For years there's been an unclear legal debate as to whether tips could be shared across a restaurant, with California historically being left out due to state labor laws. However, last year with the Department of Labor

issuing new guidance related to tipping, concerns over the ambiguity of the tip pool being inclusive of owners and managers, led Congress to take action clarifying that tips could be shared with everyone but managers and owners. With this legislative victory now a year old, some restaurants have adopted tip sharing, while others have waited to see how it fares with service staff at restaurants sharing tips. This panel will explore best practices in how to implement tip sharing.

Breakout #3 | Gleaning Customer Insights for Marketing

There's no shortage of marketing data everywhere, but how can restaurants capture the right data and use it to effectively market to current and potential customers? Among prominent services used, what are the best sources for data insights and how do you determine who your core customer actually is and how to reach them? This panel will explore various sources of marketing data capture and how to use customer insights to win new customers and maintain existing ones.

12:30 pm - 1:45 pm

Lunch

2:00 pm - 3:15 pm

Afternoon Breakouts

Breakout #1 | Marketing in a Digital World

Marketing a restaurant in a competitive market is so much more than having a great website, signage and posting to social media. The options for driving awareness can be a bit overwhelming. How do you work with social media influencers? How about getting the best ROI from social media advertising? What do you need to know about search engine marketing (SEM)? How does PR fit in? What are the best email marketing and loyalty programs? Join this panel and come away with steps you can take now to increase your revenue.

Breakout #2 | 2019 Compliance Updates

This panel is an opportunity to hear from experts on updates on everything from plastic straws to taxes to new labor laws. It will also provide a refresher of common compliance issues as well as guidance on

best practices to deal with the ever changing regulatory framework of California and various municipalities.

Breakout #3 | Will the mid-tier full-service restaurant become obsolete?

High labor costs have ushered in the popularity of fast casual dining, which now leads the growth in the restaurant industry. Along with the increasing trend of dining in primarily led by delivery, the mid-tier full-service restaurant model is being squeezed. Although many full-service restaurants are partnering with delivery services, they are seeing their onsite traffic decrease along with their average check value. Are mid-tier full-service restaurants like the Middle Class -- a shrinking group or are there tricks to survival? This panel will explore the evolution of the economics of the mid-tier full-service restaurants and provide insight into how some restaurants are making it work.

3:30 pm - 4:15 pm

Closing Conversation | Using Your Voice to be a Thought Leader

It has been argued that we're now in the era of the rockstar/celebrity chef, where culinary experts can become household names through appearances on television and prolific online activity. Some argue that this new found fame comes with a responsibility greater than sharing how to cook. Hear from industry icons who discuss how they use their global stage to be a thought leader beyond just providing delicious food.

4:30 pm - 7:00 pm

Networking | On-Site Networking Reception

Location: Credo

Presented by: Julia Morgan Ballroom/Credo

Tuesday, April 16

9:00 am - 11:00 am

Training | Preventing and Remediating Workplace Harassment

This session will meet the new sexual harassment training requirement for all California employers.

9:00 am - 11:00 am

Training | Spanish Language Workplace Harassment Training

9:30 am - 10:00 am

Morning Refreshments

10:00 am - 11:00 am

Opening Keynote/Panel | State of the Industry & State Legislative Updates

GGRA Executive Director Gwyneth Borden will provide an update on the industry gleaned from data and trend information specific to the San Francisco Bay Area and discuss some of the upcoming challenges and opportunities that lie ahead. After she will be joined by the California Restaurant Association Public Affairs lead to hear about things happening at the state level that will impact restaurants.

11:15 am - 12:30 pm

Morning Breakouts

Breakout #1 | Expanding Your Brand Through Dealmaking

As restaurants look for ways to expand revenue streams and extend their brand, there are a variety of opportunities to license your brand, sell branded products via retail or even franchise. Airports, stadiums and new development deals provide an a vehicle to license your brand without having to do all the operational components. This panel will explore the opportunities for expanding your brand and cover the common legal and other considerations to take into account.

Breakout #2 | Restaurant Tech Pitch Session

Come hear pitches from a variety of restaurant tech solutions and share your honest feedback. This will be a fun moderated session where you can hear about some of the latest technology products others are using and decide if they work for your restaurant. At the end, attendees will be able to vote for their favorite solution pitched.

Breakout #3 | The Truly Accessible Restaurant

The passage of the American with Disabilities Act (ADA) transformed how public spaces need to be accommodating to all. However, conflicting building requirements among state and local governments and ambiguity in federal guidelines has allowed enterprising attorneys to exploit the confusion, often leaving restaurants feeling targeted. And as businesses employ new tools like website and online ordering, new issues have arisen for compliance. This session will cover some of the common pitfalls that restaurants face when trying to be ADA compliant and provide attendees with a checklist to ensure their restaurant can be welcoming to all.

12:30 pm - 1:45 pm

Lunch

2:00 pm - 3:00 pm

Afternoon Breakouts

Breakout #1 | Delivery Economics

There are economic indicators that suggest growth will be slow this year for the restaurant industry with the exception of delivery. And while more restaurants than ever are on at least one or many platforms, some restaurants are determining that their labor costs and delivery check size are not helping the bottom line. While others are building new concepts with the intention of delivery being core to their business. Who does delivery work for and what's the formula for success? Can including alcohol be a factor? This panel will explore the economics of delivery to assess whether it makes sense for your business.

Breakout #2 | Suburban Expansion

Many restaurateurs who plan to do multi-location concepts, often consider whether a move to the suburbs could be in their near future. Suburban locations can offer lower lease rates and less regulatory requirements. However, they also present a different set of challenges related to labor and clientele. This panel will hear from those restaurateurs who have taken the suburban plunge and will discuss everything from negotiating a lease for a strip or shopping mall location, to hiring and suburban customer behavior.

Breakout #3 | Pricing to Compete for the Food Dollar

With the proliferation of online shopping with free shipping and next day/same day delivery, retail is struggling. Most national retailers are closing down locations, while others are looking at ways to recalibrate to attract onsite customers, with adding dining options becoming the choice de jour. Recently Barney's, Tiffany's and Saks have announced or added restaurants, and non-luxury retailers like Urban Outfitters also adding food to the mix. And increasingly, grocery stores and big box retail are increasing their grab and go prepared food options. All the while, pop ups, food trucks and carts, meal kit delivery services and more are also competing for the food dollar. This panel will explore the growth in the trend of food as the the new daily experience, and how to compete in the crowded culinary landscape.

3:15 pm - 4:30 pm

Closing Panel | Being Hospitable to Oneself: Mental Health & Work/Life Balance in the Hospitality Industry

Restaurants are community gathering places, where people come together to break bread with friends for dinner, holidays, weekends, and more. Working long hours, being away from family and friends at the precise times when they're free, the overall pace of work, and more, attributes to the challenges of alcohol and drug addiction as well as other unhealthy and bad behaviors. This panel will explore how to find work/life balance and deal with mental health and addiction issues while working in the industry.

5:00 pm - 7:00 pm

Networking | Off-Site Networking Reception

Manager Track

This program is designed to be a crash course on the crucial topics all successful restaurant managers need to know.

9:00 am - 9:50 am	Profit & Loss Statement Basics
10:00 am - 11:00 am	Conference Opening Keynote
11:15 am - 12:15 pm	Understanding Food & Labor Costs
12:15 pm - 1:00 pm	Lunch
1:00 pm - 1:50 pm	HR & Managing People
2:00 pm - 2:50 pm	Setting a Standard of Service
3:00 pm - 4:30 pm	Closing Panel (optional)