

CONTENT PREVIEW!

# The Deep Breath Forum

A Problem-Solving Marketing Conference for Food & Beverage Start-Ups

Presented by  
**FOOD FÊTE**

Coming May 2018  
to San Francisco

Food Fête's Deep Breath Forum is a brand new, two-day event for start-up and mid-sized food & beverage brands with marketing problems that need solving right now.

What sets us apart from other marketing conferences is a singular mission we call ***problem solving through shared experiences***.

That means we're tapping the collective experience of food industry entrepreneurs and experts willing to share with attendees what they've learned on their journey in the food and beverage industry.

## Frustrated. Stressed. Overwhelmed. Stuck.

These can be the realities for marketing and PR teams at food and beverage start-ups as you work to make their brands stand out in a difficult and fiercely competitive market.

Each day can bring a new set of challenges that more than likely are common to other food brands, so wouldn't it be helpful to get advice from industry veterans who have already gone through it?

That's the idea behind The Deep Breath Forum: decompressing from the daily frustrations by taking a few deep breaths then re-focusing your energies to tackle the tasks at hand.

# Get Ready to Share and Learn!

*2 Days. 100 Attendees. Countless Takeaways.*

You should come to The Deep Breath Forum prepared to unwind, let down your guard and dive right in. Most of all, you should come armed with lots of questions because we're advising our experts to spend more time listening and less time talking.

You're encouraged to raise issues you're facing right now that our experts can address in real time. Better yet, you'll not just get advice on what needs to happen, but specifics on how to get started when back in your office.

It's like having your personal business consultant, with advice also being shared with your fellow attendees who are likely going through the same thing.

To be clear, while The Deep Breath Forum is about solving problems, it's not for the defeated, but rather for the inspired.



The Deep Breath Forum is limited to 100 attendees.

## Should You Attend?

Job titles are merely labels that mean different things at different companies, so it's less important what's printed on your business card, and more about the challenges you're facing and areas where you need help.

If one or more of these situations sounds familiar, then Deep Breath Forum is for you:

- You feel stuck in managing your day-to-day challenges
- You wish you could get advice from someone who has gone through what you're experiencing
- You need help making the most out of your existing resources and adding the right new ones
- Tactics that once worked, have become less effective, or just stopped working altogether
- You observe similar-stage food brands accomplishing what you believe you should be achieving, but don't understand why you're not

# Agenda: Day 1

The Deep Breath Forum kicks off with a keynote followed by on-trend, interactive talks and panels, including a real-world problem solving presentations accompanied by a Q&A between attendees and our experts. At the time of registration, attendees will be asked to submit their most pressing business challenges, so we can address them specifically.

## **PANEL: "Can We Meet for Coffee?"**

It's the question many veteran entrepreneurs often dread getting from someone they don't know, and the question that some warn never to ask. Why give away your secrets to success to someone else? We're challenging that premise by asking "You've been there, so why would you not?" This kick-off panel addresses:

- The benefits of shared experiences
- Offering advice through anecdotal story telling and relationship-building
- Discussing shared business experiences and challenges
- Extensive Q&A fueled by what attendees are experiencing today

## **TALK: "Fear Factors"**

Creating fear, uncertainty and doubt can be a great marketing strategy when you're the one creating it, but when you're on the receiving end, it can make for some challenging and fearful days. This talk will be about:

- Fear is natural, but can be crippling
- The differences between fear and regret. Learning how to reframe entrepreneurial fears into productive courage
- Managing the fear of what you know you need to be doing, but can't seem to get there
- Managing and overcoming self-doubt and uncertainty without a safety net
- Achieving confidence as you push through your comfort zone when things are constantly changing

## **PANEL: "Failure: Coulda, Woulda, Shoulda"**

Business failure is a bitter pill to swallow, and for entrepreneurs who have experienced it (e.g, everyone), peeling back the layers of their shortcoming is priceless. Experience counts for everything, and this panel of entrepreneurs whose businesses didn't make it will bare all. This panel will address:

- Business failure can be devastating, but the best education around
- Failure is common and necessary
- Identifying red flags and how to quickly address them
- Moving past failure to focus on the next thing

# Agenda: Day 1

## **PANEL: “On the DL: Distribution and Logistics”**

The nemesis of food start-ups is distribution and logistics. Expanding beyond initial online sales strategies either from your own site and Amazon, getting visibility on retail shelves is frustrating and usually expensive. This panel of experts addresses:

- Is the distribution deck stacked against the little guy?
- Breaking through with local retailers
- Preparing your product for the retail environment
- Bypassing tradition distribution systems with new platforms and technologies

# Agenda: Day 2

Food Fête spent 13 years focused exclusively on helping food brands achieve earned media by showcasing their products to the press. While earned media still has its place, paid editorial/content creation is exploding as a key strategy for brand marketers and public relations professionals.

## **PANEL: “Earned, Owned and Paid Media”**

This panel will be comprised of public relations, social media, and content creation experts armed with actionable information on best practices surrounding earned, owned and paid content. Tips on how smaller brands that rely on internal social media resources will find this particularly useful. This panel will address:

- When does investing in paid media make sense?
- What should I budget?
- Is earned media still relevant?
- How to make the most of owned media

# Agenda: Day 2

## **Consumer Insights Session: “So, What Do You Really Think?”**

Attendees are invited to submit their (or their client’s) newest products on the shelf or those still in development for a blind taste test and evaluation by a small group of Bay Area consumer food enthusiasts and content creators.

This mini-focus group session enables food marketers to get immediate feedback without the risk of revealing their identities, unless needing feedback on package or label design, etc., and are comfortable with testers knowing who you are.

Feedback participants will be required to sign non-disclosure agreements as part of their involvement. In return, participants will receive one of the product gift bags prepared for the content creator session in the afternoon.

## **Afternoon Session: “Meet the Content Creators”**

The Deep Breath Forum will wrap up the afternoon of day 2 with a special networking event/cocktail party that brings together brands that have paid editorial budgets with Bay Area food bloggers and content creators looking to build their sponsored content business.

This event within an event can be described as a reverse Food Fête where the content creators are stationed at tabletops, and attendees seek out and build relationships with those who might be a fit.

Keeping a piece of the Food Fête tradition alive, hors d’oeuvres and beer, wine and cocktails will be served during this session.

## **Conference Fee**

The fee for both days of The Deep Breath Forum is \$995 per person, with early bird and group pricing available. Fees are not refundable, but are transferrable.

## **Additional Sponsorships and Opportunities**

- Panel discussions and/or speaker presentations
- Catered meals, snacks and breaks for attendees
- Water and other non-alcoholic beverages for attendees
- Alcoholic beverages for end of day 1 and day 2 content creator event
- Gift bag of selected attendee product samples given to content creators on day 2