KSU SBDC RESTAURANT EXPO

Serving up the business side of owning and operating a restaurant

Monday, February 23, 8:00am—3:30pm
at the KSU Center

1. Amazing Keynote Speaker
   Entrepreneur Michael Coles, co-founder of the nationally successful Great American Cookie Company.

20. Breakouts
   Topics include: Financial Score-carding, Marketing, Hourly Employees, Social Media, Labor Unions, Accounting, Branding, Financing Options, and more!

Only $99

For a full day of informative breakout sessions, amazing keynote speaker, exhibitors, breakfast, lunch and materials!

Only $99 for breakfast, lunch and all materials.

REGISTER NOW
Promo code KSU50 for additional 50% off.

A portion of the proceeds go to Kennesaw State’s Institute for Culinary Sustainability

Kennesaw@georgiasbdc.org  470.578.6450  ColesCollege.com/sbdc
20 Breakout sessions all about the business side of owning and operating a restaurant taught by labor attorneys, accountants, marketing professionals and other experts!

Attend the KSU SBDC Restaurant Expo and get the insight you need on important topics facing restaurant owners and managers today. Key takeaways include:

- Navigating the gauntlet of wage and hour issues restaurants face daily when determining how and what to pay their employees
- Emerging marketing technologies and strategies that are the most successful
- Electronic payments, what you need to know to be PCI 3.0 Compliant and upcoming mandatory EMV regulations
- How to reach customers via mobile apps and enable mobile payments
- How to prepare your organization for the new NLRB regulations designed to make it easier for labor unions to organize today's workplaces
- What you need to know about protecting your customer's information
- Evaluating and understanding the financial feasibility and operational performance of proposed and existing restaurants
- Digital marketing - how to track it in terms of ROI (return on investment), ROE (return on engagement/experience), ROCI (return on customer insights) as well as, the critical social share
- And much more

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Thank you to our sponsors!

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