



LOOKING BEYOND THE HORIZON
BakingTECH
Vision 2020
HILTON CHICAGO MARCH 1-3

Building Your Community
Building Your Brand

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Vision 2020



Where do you spend your time?

- Quality
- Atmosphere
- FOMO
- Product Selection - LTO's
- Services



Where do you spend your time?



What makes you feel good?

- Attention
- Credit
- Positive Reinforcement
- Engagement
- Recognition



What makes you feel good?



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Marketing without Spending

- Contests
- Collaborations
- Strategic Social Blasts
- Limited Edition Anything



Marketing without Spending



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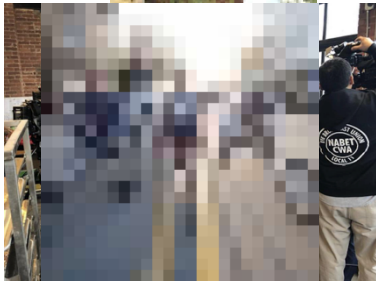
Giving to Grow

How do you decide when to give & when to say no?

- Boundaries
- Selection Process
- Giving BIG
 - Events
 - Partnerships
 - Holidays



Giving to Grow



What is 'Positive Disruption?'



From doughnuts to burritos:

