

FOOD & THE MEDIA ARTS

AGENDA

BUILDING YOUR BRAND

Friday September 30

- 4 p.m. Keynote, Adam Schlegel
Co-owner of Snooze AM Eatery and founding member of Eat Denver
- 5 p.m. “Social Media—where are we going with all of these choices?”
Camila Rodriguez, CAFÉ webmaster and Oscar Rodriguez, Google
- 6-7 p.m. Wine/Cheese Pairing
Doug Caskey, presenter
Sponsored by the Colorado Wine Marketing Board

Saturday, October 1

Breakfast at hotel

- 9 a.m. “Collaboration: Key to Success”

Panel with Bret Thorn, Nation’s Restaurant News; John Imbergamo, publicist; Chef Robert Corey, CEC, Mise en Place Consulting; Lori Midson (Denver Life magazine food editor/restaurant critic) and Mary Humann, publicist

- 10:30 “Perfecting Your Pitch”
Jordan Blakesley and BrieAnn Fast, principals, b Public Relations

b Public Relations specializes in hospitality and tourism public relations

- 11:45-1 p.m. Lunch

- 1:15 “What’s a Blogger to do”

How does it work and what does it mean?
Paula Thomas, www.thesweetalmond.com
adjunct faculty, Metropolitan State University of Denver

- 2:30-3:30 p.m. “Culinary Tourism: An Idea worth sharing”
Jackson Lamb, Metropolitan State University of Denver

- 4-5 p.m. Field Trip Euclid Hall, Larimer Square

Chef Jorel Pierce, storytelling as it relates to his restaurants

Euclid Hall is an American Tavern focusing on high quality and innovative pub food from around the world.

Sunday, October 2

Breakfast at hotel

9-10:30 a.m. "Engaging Your Audience"
Effective Demo Techniques

Daniel Pliska, CEC, AAC, Executive Chef and Assistant General Manager
University Club of MU at the University of Missouri

11-12:30 "Your Food Photography: Tips and Tricks to use your phone's camera most effectively"

Blake Sell, former staff photographer Reuters; global head of Associated Press photo
business.

12:30 Lunch
Evaluations and Certificates