

The Elevate Experience

JUNE 4 - 5, 2024 | CHICAGO, IL

DAY ONE

TUESDAY | JUNE 4TH, 2024

1:00PM **Registration & Trendologist Tea Time**

2:30PM **Welcome and Overview**

3:00PM **One Consumer Theory**

Often our business drives us to think about consumers through the lens of behavior and needs in one particular setting. However, as consumers flex across dining segments and retail stores, understanding choice decisions keeps evolving. The same person that flexes based on need, venue, occasion, and product category, follows a nuanced sequence of interrelated factors. This research will begin to provide a complete picture (360° view) of the shopper/diner – ONE CONSUMER – that may change the way we target and reshape our view of the most important drivers of choice.

4:00PM **Storytelling for Delivering Actionable Insights**

Unlock the power of storytelling to forge meaningful connections and guide your audience through an insightful journey. In this session we'll explore compelling examples of storytelling across both B2B and B2C realms, while offering invaluable strategies to transform data into digestible stories for diverse audiences.

4:30PM **Sip, Slurp, and Savor the Flavors: 2024 Trend Tasting**

5:45PM **Off-site Dinner**



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DAY TWO

WEDNESDAY | JUNE 5TH, 2024

8:15AM **Rise and Dine Breakfast**

9:00AM **VC Investment Trends in Food, Beverage, and Agriculture**

What cutting edge technologies and industry disruptors will shake up the food & beverage industry? In this session, we'll explore trends in current VC investments in order to shine a light on the future.

9:30AM **Algorithmic Appetites**

Imagine that the promise of personalized nutrition has finally been fulfilled. Cutting edge personal technology and nutrition science empower eaters to pinpoint the perfectly optimized meal for every individual. But is having the perfect food recommendation all it's cracked up to be?

10:00AM **The Future in Focus**

From CGMs, health wearables, and GLP-1 treatments for those focused on health to the exploding and indulgent trends of TikTok, what should the food and beverage industry pay attention to in order to best plan for future states of innovation? Join Jack Li in this session for a curated contemplation of the future.

10:40AM **Break**

11:00AM **Navigating the Future: Think Tank Workshop**

12:15PM **Globetrotting Lunch**

1:30PM **Pixels and Prose: An Interactive AI Workshop**

3:00PM **Artificial Intelligence: Power, Potential, and Pitfalls**

Explore the transformative force of artificial intelligence (AI) in this session, delving into its groundbreaking power and untapped potential across the foodservice industry. Uncover the ethical considerations and challenges, from algorithmic bias to data privacy, and discuss strategies for responsible AI deployment. Join us to navigate the dynamic landscape of AI, striking the right balance between human expertise and technological advancements for a future of innovation and ethical integration.

4:00PM **Closing Remarks**

