



TIPS for Speed Meetings

On **Monday, March 6**, at COEX we will be hosting our annual Operator Speed Meetings. These allow face-to-face dialogue between suppliers and chain operator leaders.

- There will be **eight, 15-minute rounds**
- **Operators will be at marked tables**, while suppliers traverse the room
- During each round, suppliers will be seated with other COEX attendees (these are not one-on-one meetings)
- Operators lead discussions and share their top priorities
- Suppliers may ask questions and gather details on operator organizations
- Everyone should have business cards available to share

SAMPLE SCRIPT

Operator Table Host: WELCOME

One minute

Hi! My name is XXX,, I am the XXX of XXX Company. I've been with the company X years.

I handle X, Y, Z for the organization and look forward to learning more about everyone here.

Before I explain more about my company, let's go around the table for quick introductions.

Guests: INTRODUCTIONS

10-20 seconds each – three minutes

Hi, I am XXX I am with the ZZZ Company.

Our company specializes in XX type of products, you may know us for X. We are currently in NUMBER food service distribution centers in the REGION.

Operator Table Host: MY COMPANY STORY

Four minutes

Thank you! Let me dive into my organization before I take any questions you all might have.

- XXX Company was founded/been around since YEAR.
- We are a restaurant organization with about XXX number of stores covering X Region/States.

- We specialize in XYZ. We also do offer ZYX (try to incorporate things that may be of interest to the table guests).

Additionally:

- If growing, mention growth
- Recent success story from the business
- New initiatives organization is working on (only if not confidential)
- Leadership/organizational updates

Operator Table Host: ANNOUNCE Q&A

Six minutes

We have X minutes left. Any questions about my company?

Please keep in mind, this isn't the time for a sales pitch.

Operator Table Host: CLOSING COMMENTS

One minute

Thank you all for your time!

If you have something that might work for my organization, please feel free to email me after COEX. I will get your information to the appropriate person at my company if that's not me.