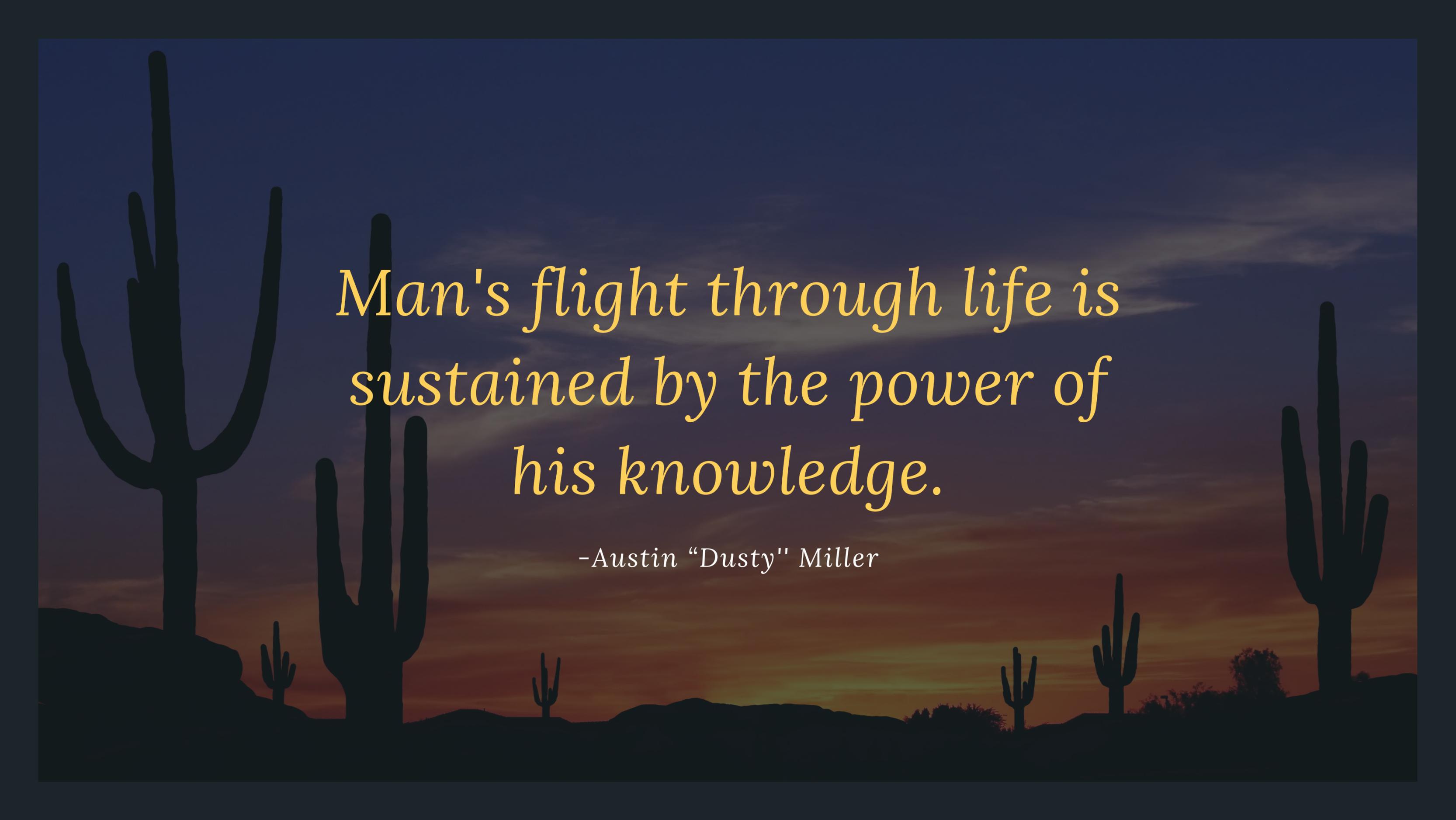


TAKE IT TO THE LIMIT

**THE
RESTAURANT
SUCCESS
SUMMIT™**

*October 25-27, 2021
Scottsdale, Arizona*

ALL ACCESS

A desert landscape at sunset. The sky is a gradient of dark blue at the top, transitioning through orange and yellow to a dark horizon. Silhouettes of various saguaro cacti are scattered across the foreground and middle ground. The cacti vary in size and shape, some with multiple arms. The overall scene is dark and atmospheric, with the text centered in the middle of the image.

*Man's flight through life is
sustained by the power of
his knowledge.*

-Austin "Dusty" Miller

THE RESTAURANT **SUCCESS** SUMMIT™

BY RESTAURANT MASTERMINDS™

Are you tired of going to seminars and workshops only to be left with some motivation, a few ideas, yet no real plan or support to make it all happen? I was.

I created **The Restaurant Success Summit™** to give you both the tools and the resources to finally break free from the bullshit that keeps you stuck where you are. From traveling and speaking at trade shows, food expos, and conferences around the globe, I have taken the best practices from them all and rolled them into a hands on interactive educational summit that includes a **mastermind group** support system.

OCTOBER 25-27, 2021
SCOTTSDALE, ARIZONA

Yes, you can finally get the action plan you need to get the restaurant you want. Playtime is over. This is your opportunity to really create change in your restaurant.



Summit Overview

15 Interactive Workshops

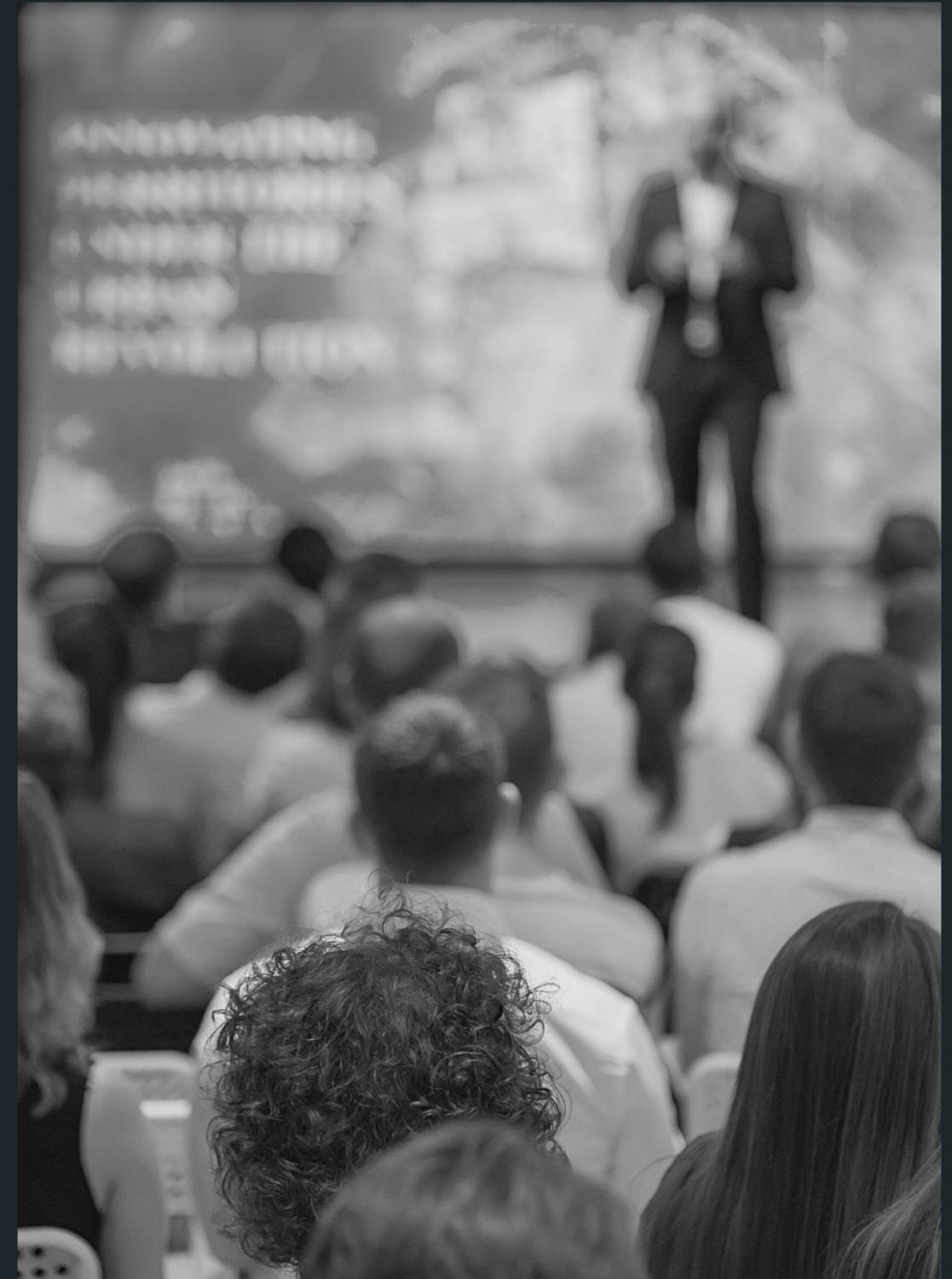
In just three days we are going to get immersed in the science of restaurant success. The agenda is **24 hours** of pure education, plus accessibility to all of the speakers to ask questions and get customized tips for your brand through the **Restaurant Masterminds™** Group.

World-Class Industry Experts

I have carefully selected each speaker for their ability to think outside the box. Each is known as thought leader in their specific niche. Together you have access to a world class panel at getting results.

1 Clear Action Plan

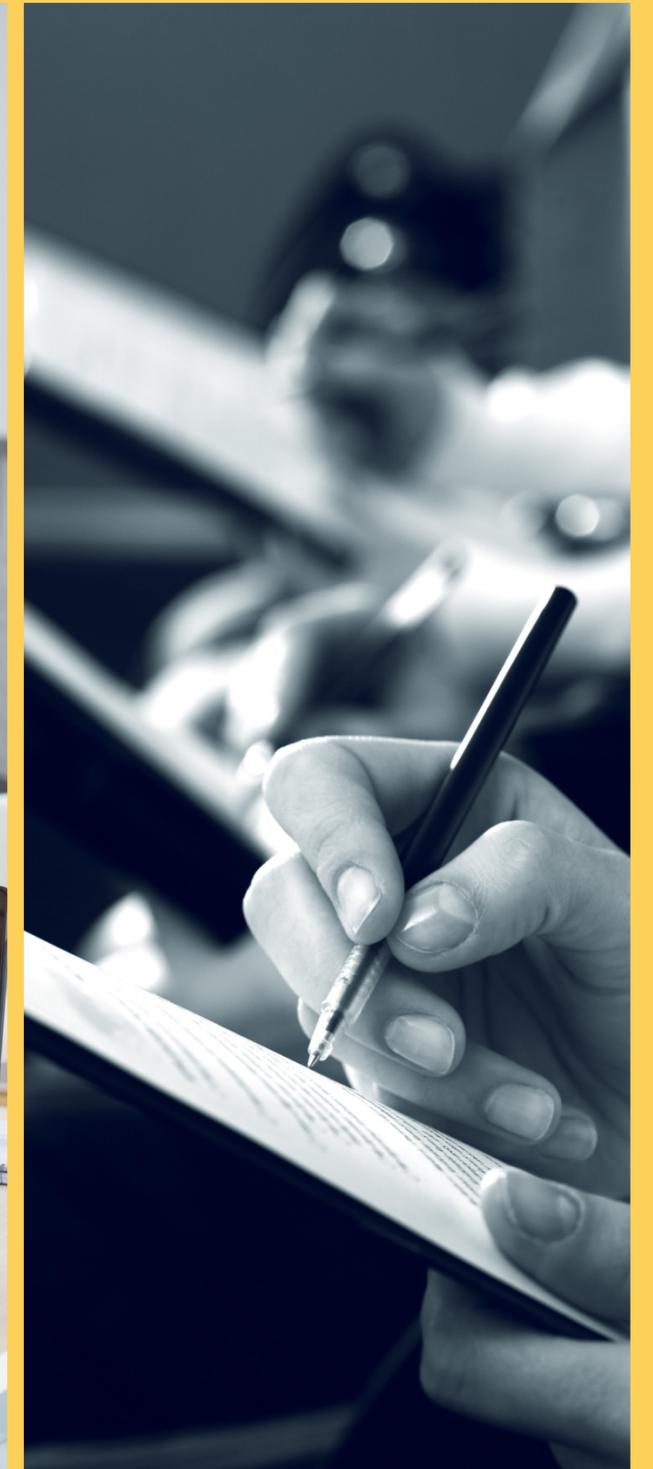
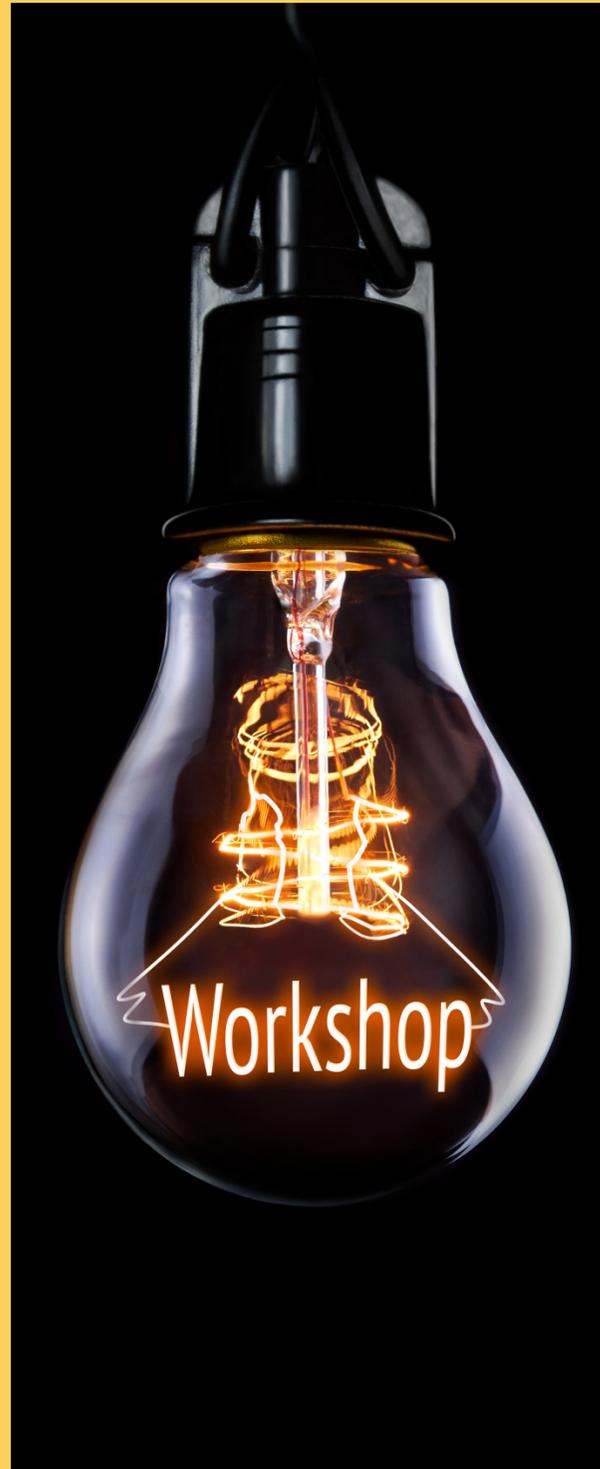
When you leave the The Restaurant Success Summit™, it's not the end of the journey. In fact, it's just the beginning of the real transformation. You'll be joining my private mastermind group for 90-days after to keep you on track with the Summit Strategic Plan you will be given.



YOUR ACTION PLAN

Attendees to The Restaurant Success Summit™ will be invited to the **Restaurant Masterminds™ Private Facebook Group** and website where you will have access to:

- All 15 **recorded summit sessions.**
- 7-day **messenger support.**
- Bi-Weekly **Group Mastermind** calls.
- Exclusive **Facebook LIVE** events.
- Access to **exclusive training content** from my Restaurant Coach University.
- A 90 day **customized action plan** created for you and your brand by The Restaurant Coach™



THE
RESTAURANT SUCCESS SUMMIT™

Sessions

Length

Each education session is 60-90 minutes in length with a 30 minute Q&A expert panel at the end so you can ask questions and get answers to issues that relate to your brand.

Materials

Each session also comes with a workbook for taking notes and making annotations to key learning concepts discussed at each session. Plus, we will be reviewing the topics each month after the summit in our Restaurant Masterminds™ calls.

Online

Any questions you may have that pop up later can be addressed through the private Facebook group. All Summit Experts will be available during the summit (and in the Restaurant Masterminds™ Facebook group) to answer any questions you might have as well.

WHO IS THE RESTAURANT SUCCESS SUMMIT™ FOR?

I created this for restaurants that meet the following criteria:

- Independent Restaurants with 1-12 locations.
- Restaurants on a growth plan.
- Restaurants with gross sales \$1M+.
- Restaurants that feel stuck and want to break through the barrier holding them back.
- Restaurant leaders looking to fine tune their leadership skills.
- Restaurants looking to build their brand.
- Restaurants looking to strengthen their team.
- Restaurants looking to increase profits.
- Restaurant owners and operators ready to take action and implement new tools and strategies.

Does that sound like you? *If yes, then keep reading...*



AGENDA

**THE RESTAURANT SUCCESS
SUMMIT™ 2021**

The Sessions

DAY ONE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

9:00 am - 10:30 am

10:30 am - 12 pm

12 pm - 1 pm

1 pm - 2:30 pm

Lions, Tigers, and Bears - How Your Mind Plays Tricks on You

Speaker: Donald Burns
Let's get this event kicked off with keynote from the founder of The Restaurant Success Summit. Of course it all starts with mindset.

Local Marketing Made Easy

Speaker: Bruce Irving
How do you stand out and creat a marketing campaign that drives traffic to your restaurant? Bruce is going to show you the setp-by-step formula.

LUNCH

We will break for lunch at the resort. If you have a special diet or requirements, please speak to Donald before the event.

HEART- Hospitality Training That Matters

Speaker: Ron "Bo" Bryant
Does your restaurant have HEART? You might think so, but Bo knows better. Grab a seat and lets ensure your brand engages your guests and supports your culture.

DAY ONE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

2:30 pm - 3:30 pm

3:30 pm -5:00 pm

5 pm - 6 pm

6 pm - 8 pm

Branding Strategy Secrets

Speaker: Eva Ballarin

Do you have a solid plan for growing your brand? Allow Eva takes you through a growth map that will get you on the right path.

How to Lead Different Generations

Speaker: Kelley Jones

What are the keys to leading a team that sometimes spans multiple generations? You probably know from experience that it's not that easy. Kelly will show you simple steps you can use to solve this issue.

Leadership Lessons of Attila the Hun

Speaker: Donald Burns

Attila the Hun-the man who centuries ago shaped an aimless band of mercenary tribal nomads into the undisputed rulers of the ancient world, and who today offers us timeless lessons in win-directed, take-charge management. Allow Donald how you can create a HUN Like Culture.

Social: Tacos & Tequila with Bo

Social Hour at Bo's House! You are invited to join us for Tacos and a Tequila tasting. Yes, we'll all get an Uber.

DAY TWO

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

9:00 am - 10:30 am

10:30 am - 12 pm

12 pm - 1 pm

1 pm - 2:30 pm

Menu IQ - What The Big Brands Know That You Don't

Speaker: Ron "Bo" Bryant
How would you like to go behind the scenes and discover the secrets big restaurant brands use to maximize their menu sales? Bo is going to take you down the rabbit-hole and show you how to do it.

The Art of War for Restaurants

Speaker: Donald Burns
In today's competitive business world, you must capture the high ground and defend it against your rivals. The secret lies in mastering the strategic arts taught by the ancient Chinese military theorist Sun Tzu.

LUNCH

We will break for lunch at the resort. If you have a special diet or requirements, please speak to Donald before the event.

How To Lead a Team Remotely

Speaker: Kelley Jones
We all hear that you need to work more ON your business and less IN your business. Kelley is going to show you exactly how he runs his restaurant empire remotely.

DAY TWO

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

2:30 pm - 3:30 pm

3:30 pm - 5:00 pm

5 pm - 6 pm

6 pm - 8 pm

The Radical Labor Reaction Equation

Speaker: Ron "Bo" Bryant
Everyone is feeling the "labor crunch" right now. Bo is going to show you a formula and case studies that will disrupt the classic labor model and give you a new one that works.

The Costanza Marketing Method

Speaker: Bruce Irving
In this session we show you how to become that jingle that people hum while walking down the street. You can set your restaurant up to be "top of mind" all the time.

Using Tech To Enhance Your Guest Experience

Speaker: Zack Oates
With the rise of mobile tech, if your restaurant is not embracing and using these tools, you will quickly become absent in the mind of your guest. Zack is going to show you how to not only embrace tech, but how to make it work for you.

Social Mixer

At Culinary Drop Out in Scottsdale Quarter.

DAY THREE

THE RESTAURANT SUCCESS SUMMIT ROADMAP™

9:00 am - 10:30 am

10:30 am - 12 pm

12 pm - 1 pm

1 pm - 2:30 pm

How to Win the Recruitment Game

Speaker: Donald Burns

What separates those that have a steady stream of staff and those that struggle to just find a "warm body"? it all comes down to how you play the recruiting game.

Leadership Lessons From Escoffier

Speaker: Kelley Jones

The late Escoffier was a legend in the culinary world and his secrets on building team are more valuable today than ever as we recover from this pandemic. Kelly is going to share these legendary team building skills.

LUNCH

We will break for lunch at the resort. If you have a special diet or requirements, please speak to Donald before the event.

How to Catch Food Cost Thieves

Speaker: Donald Burns

Food costing can be a real challenge for many restaurants. What if you had a step-by-step checklist that would help you identify exactly where the issue is? Hold on because that is exactly what this session is about.

DAY THREE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

2:30 pm - 3:30 pm

3:30 pm -5:00 pm

5 pm - 6 pm

6 pm

Marketing Psychology - Think Like Your Guests

Speaker: Eva Ballarin

If you could get inside the mind of your guests you would own your market. Eva is going to show you the same steps her international clients use to do the very same thing.

New Revenue Streams - Keep The Cash Flowing

Speaker: Ron 'Bo" Bryant

What are the keys to setting up a process map for your kitchen and bar that will allow you to maximize your profits? Doug will show you the system he uses to guarantee profits.

Text Marketing That Works

Speaker: Zack Oates

In your hand is a powerful marketing tool. Your smartphone can be a direct link to your guests and ensures that they are loyal to your brand. Zack will show you how to set up an easy to use text messaging system that keeps your guests engaged.

ADJOURN

We will be going to The Mission for dinner if anyone wants to join us.

Meet The Speakers



Donald Burns

The Restaurant Coach

Donald works with independent restaurants that want to maximize their restaurant's potential, without sacrificing their life to their business.



Eva Ballarin

Global Strategist & Consultant

Eva helps teams to improve their actions in the design, management and marketing of hotel and restaurant concepts. She is the Queen of Restaurant Strategy!



Kelley Jones

Kelley Jones Hospitality

Jones instructs the culture and leadership training for all managers and team members for the Madison Square Garden Company and seven other brands. His ventures include the Mayfair Hotel, The Dapper Doughnut, Thunderbird Lounge, and Gaku Ramen.

Meet The Speakers



Bruce Irving

Irving Media

Doug is the founder of Irving Media. A social media consulting firm based in Boston. Bruce is also the host of The Smart Pizza Marketing Podcast and the Local Business Podcast.



Ron "Bo" Bryant

Restaurant 360 Consulting

Bo is a global restaurant growth and food chain expert. He is author of four books on restaurant menus, marketing, and profitability.



Zack Oates

Ovation

Zack is the founder of a tech company called Ovation. He speaks and does guest posts focusing on customer experience, text marketing, building relationships with customers/employees, and personal improvement.

Thank you!

Looking forward to see you at The
Restaurant Success Summit™ 2021



THE RESTAURANT COACH™
NATION
mediocrity sucks

