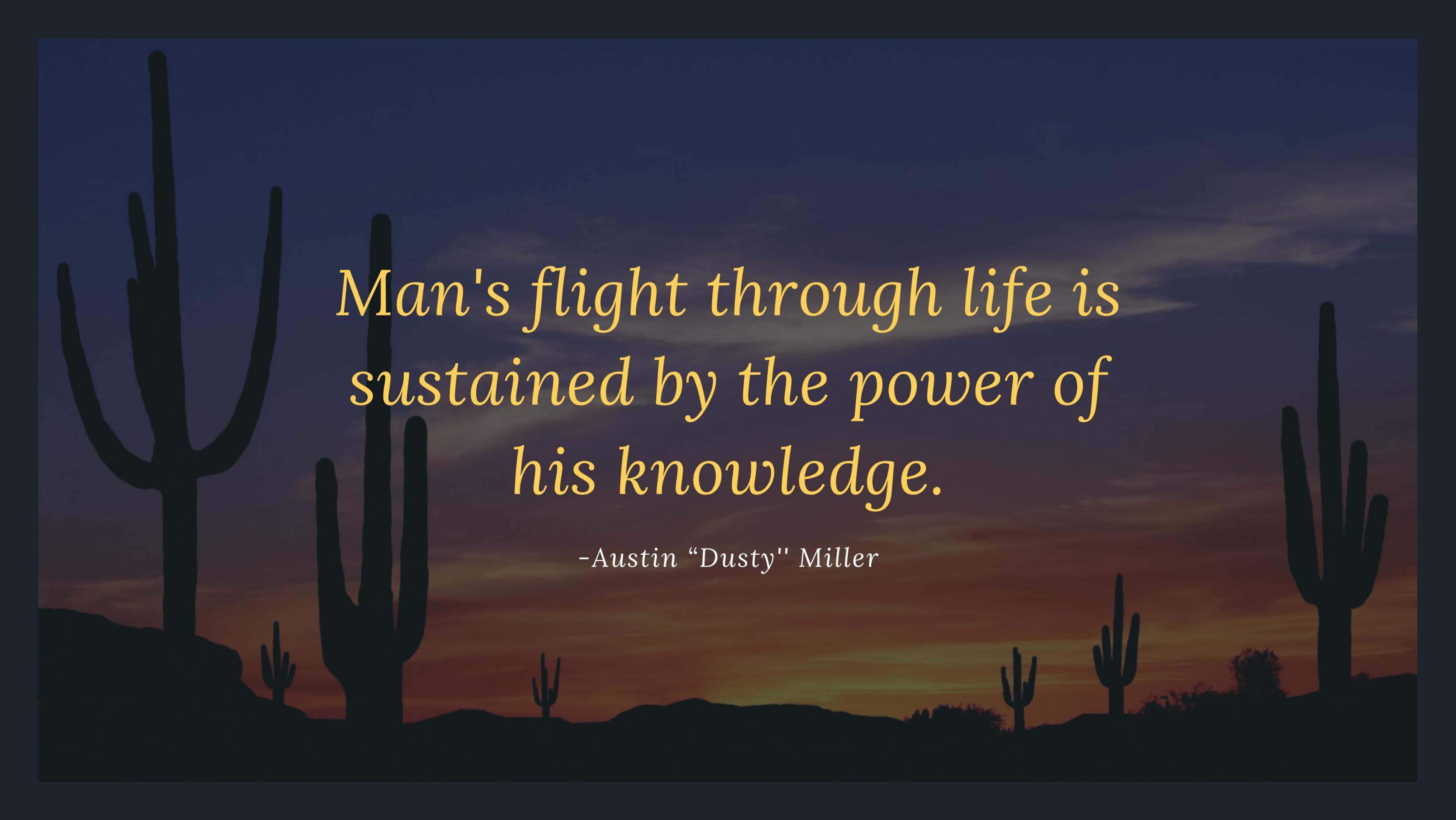


BREAK FREE FROM AVERAGE

THE RESTAURANT SUCCESS SUMMIT™

*November 23-24, 2019
Hacienda del Sol Guest Ranch Resort
Tucson, Arizona*



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 overlaid in the center.

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

-Austin "Dusty" Miller

The Restaurant Success Summit™

NOVEMBER 23-24TH, 2019
TUCSON, ARIZONA

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.

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

16 Interactive Workshops

In just two days we are going to get immersed in the science of restaurant success. The agenda is **22 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

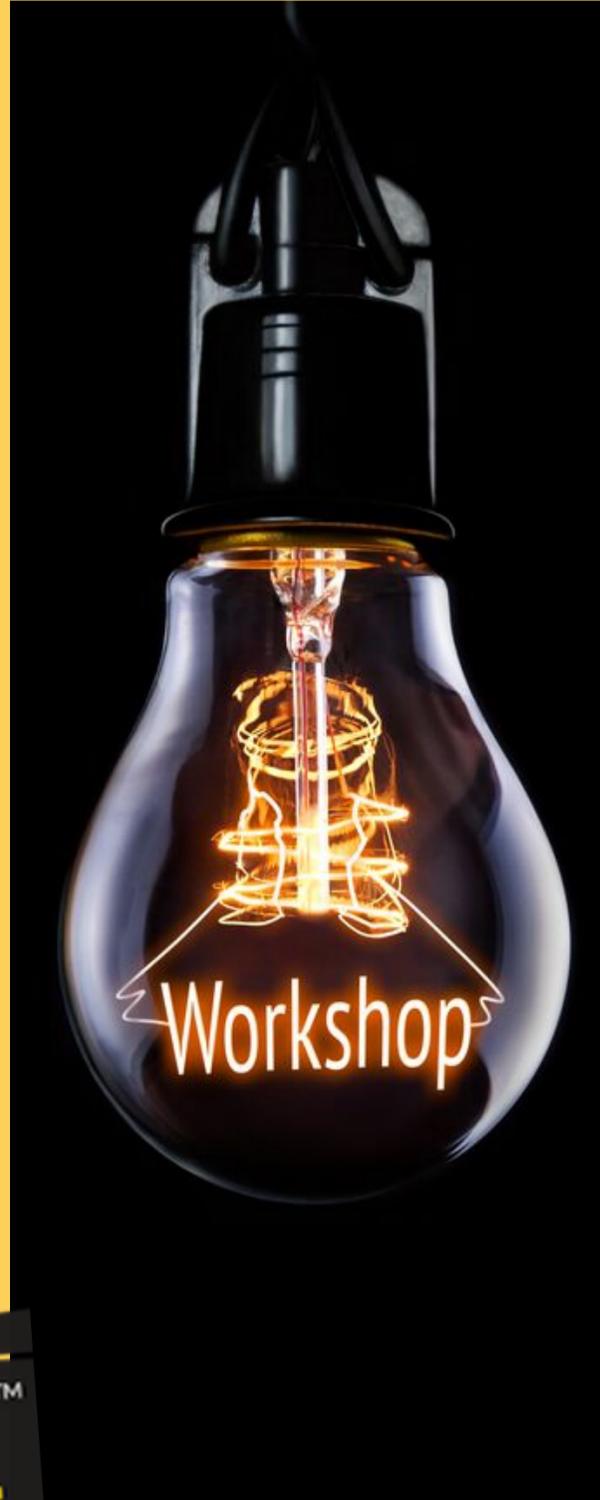
When you leave the The Restaurant Success Summit™, it's not the end of the journey. In fact, it's just the beginning of the real transformation. You'll be joining my private mastermind group for 90-days after to keep you on track with the Summit Strategic Plan you will be given.



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 16 **recorded summit sessions.**
- 7 day **messenger support.**
- Bi-Monthly **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™



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 SUMMIT™ 2019

The Sessions

DAY ONE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

5:30 am - 6:30 am

8:00 am - 8:30 am

8:30 am - 10:00 am

10:00 am - 11:30 pm

Outstanding Mindset Morning Workout

Join Donald Burns as he takes you through the morning routine that he has used everyday to create his brand and has helped forge his Outstanding Mindset.

Why Your Restaurant Sucks!

Speaker: Donald Burns
Let's get this event kicked off with keynote from the founder of The Restaurant Success Summit.

Building a Badass Brand

Speaker: Donald Burns
What separates a successful restaurant brand from those that struggle? Andrew will take you through the step-by-step recipe to build your brand.

Stop Marketing and Do THIS

Speaker: Donald Burns
Restaurant marketing can get crazy since it changes so rapidly. What should you focus on and where is the market heading? Bruce has the answers and the plan for you.

DAY ONE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

11:30 am - 12:30 pm

12:30 pm - 2:30 pm

2:30 pm - 3:30 pm

3:30 pm - 5:00 pm

Lunch

Time to refuel and do a little networking. Platinum and Diamond VIP's are invited to Lunch with the speakers for Table Topics.

Bar & Kitchen Hacks That Give You the Edge

Speaker: Doug Radkey

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.

Business Strategy for Growth & Profits

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.

Negotiate to Win with Your Distributor

Speaker: Ron "Bo" Bryant

Are you getting the very best deal from your foodservice distributor? Bo knows foodservice and negotiates million dollar deals for his clients. Let him show you how you can as well.

DAY ONE

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

5:00 pm - 6:30 pm

6:30 pm - 7:30 pm

How to Build a Restaurant Empire

Speaker: Kelley Jones
How do you build a restaurant empire that spans across the United States and still have a life? Kelley Jones has done it and he will show you how to do it for your growing brand.

Social Mixer

Join all the speakers and attendees poolside for a chance to talk and socialize.

DAY TWO

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

5:30 am - 6:30 am

8:00 am - 9:30 am

9:30 am - 10:30 am

10:30 am - 11:30 pm

Outstanding Mindset Morning Workout

Join Donald Burns as he takes you through the morning routine that he has used everyday to create his brand and has helped forge his Outstanding Mindset.

The Secret To Effective Marketing

Speaker: Donald Burns
Stop posting and start to really market your brand! In this workshop Donald is going to walk you through the secret behind the best marketing campaigns.

Build Your "A" Team in 90-Days

Speaker: Donald Burns
With all the struggles and challenges that the labor market faces today, you need a solid plan to attract the best. Donald will take you through his 7 step program to allow you to dominate the hiring game.

Dominate Your Digital Market

Speaker: Eva Ballarin
Having a digital presence is more important than ever. If you want to stand out you need a digital brand! Eva knows how to stand out and will show you step-by-step how.

DAY TWO

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

11:30 pm - 12:30 pm



Lunch

Time to refuel and do a little networking. Platinum and Diamond VIP's are invited to Lunch with the speakers for Table Topics.

12:30 pm - 2:00 pm



Outstanding Mindset

Speaker: Donald Burns
Based on his bestselling booklet, The Restaurant Coach will show you the way to set yourself and your restaurant up for success using tactics he teaches all his private coaching clients.

2:00 pm - 3:30 pm



Creating High Performance Leaders

Speaker: Kelley Jones
Learn the inside secrets on how to build a team of leaders under you that will allow your brand to thrive and not just survive.

3:30 pm - 5:00 pm



Craft a Winning Beverage Program

Speaker: Doug Radkey
There are great profits in your beverage program if you know how to set it up for success. Allow Brian to show you the path and steps needs to win the beverage game.

DAY TWO

THE RESTAURANT SUCCESS SUMMIT™ ROADMAP

5:00 pm - 6:30 pm

6:30 pm - 7:30 pm

Profitable Menu Design Workshop

Speaker: Donald Burns

Your menu is your number one marketing and profitability tool. Are you getting the most from it?

It's time to separate the myth from the facts and get a menu that sells what YOU want AND makes money.

Social Mixer

Join all the speakers and attendees poolside for a chance to talk and socialize.

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

Hospitality Innovation
Planet Director

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



Doug Radkey

Key Restaurant Group

Doug is the founding partner and lead consultant of Key Restaurant Group in addition to the author of the recently released book 'Bar Hacks'.



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.

Tickets

See website for pricing

Premier

- Access to all 16 workshops
- 200 page Restaurant Success Summit Workbook
- 1 year access to workshop recordings
- 3 month membership to Restaurant Masterminds (with bi-monthly meetings)
- TRC Swag Bag

Diamond

- Everything included with the Premier Pass PLUS!
- 6 month membership to Restaurant Masterminds (with bi-monthly meetings) - 3 more months
- Invitation to Friday VIP Reception Dinner
- Access to both VIP luncheon round tables with all speakers/experts
- 1 hour Strategic Planning Session with The Restaurant Coach™

Platinum

- Everything included with the Premier Pass PLUS!
- Lifetime access to workshop recordings
- 6 month membership to Restaurant Masterminds (with bi-monthly meetings)
- Invitation to Friday VIP Reception Dinner
- Access to both VIP luncheon round tables with all speakers/experts
- Two hour Strategic Planning Sessions with The Restaurant Coach™ the day before the conference
- 3 months private coaching with The Restaurant Coach™
- Access to The Restaurant Accelerator™ 90 Day Plan to Take Your Restaurant from Good, to Great, to Outstanding! TRC Guaranteed!!
- One Year Access to The Restaurant Coach™ University (all of my online programs)
- Personal Dynamics Strength Assessment and Report
- Autographed copies of Your Restaurant Sucks!; Your Restaurant STILL Sucks!; Outstanding Mindset

Thank you!

Looking forward to see you at The
Restaurant Success Summit™ 2019



THE RESTAURANT COACH™
NATION
mediocrity sucks

