



## **Cross Canada Check-up Montreal 2010**

***When: Friday July 2<sup>nd</sup> 8:30 a.m. to 10:30 a.m.***

***The Cross Canada Check-up is one of the most popular sessions at our CCUFSA Conferences. It is an invaluable opportunity to share stories, best practices and new ideas in the Food Services industry.***

***Two ways to participate...***

***Option one format:***

- *Participants will have an opportunity to present a 5 to 7 minute presentation or update on your institution. As usual, presentations are open to the floor and a facilitator will encourage participation.*

***Option two format:***

- *Formal 10-minute presentation prepared on power point (preferably) on a specific theme or topic from your institution.*
- *You can save your presentation on a memory stick and a laptop will be available to project your presentation.*
- *There will be a table in the room to display any handout material.*

***Sample topics:***

- A) High Technology: Delivering products and services efficiently and effectively to students can be a challenge. Especially if we have thousands of customers each day. What technologies have you introduced that helps this process or enhanced the dining experience.*
- B) Control Practices: Whether you're managing the big expenses, ensuring impeccable health and safety practices, or developing communication standards, what controls are you using to ensure your business is in control.*
- C) Creative Revenue Opportunities: Growing top line revenue helps ensure a*

*healthy business model. What's new and exciting that have created innovative growth opportunities in your businesses over the past year? What are your success stories?*

*D) Marketing Approach: How we communicate with our students' changes as fast as technologies change. Are you connecting with your customers effectively? What marketing strategies have worked for you?*

***See you in Montreal!***