



## MEFF Restaurant Leadership: Business Series - Workshop 3

### Post Workshop Report

*Wednesday, 26<sup>th</sup> April 2017*



## Attendee's profile

Restaurateurs	45%
Franchisors and Franchisees	15%
Suppliers	10%
Aspiring Restaurateurs	20%
Food and Beverage Consultants	10%
Total delegates	60

## Keynote 1:

# “The Secret Ingredients to Marketing Success”

*By: Anishkaa S. Gehani, CEO, Yardstick Marketing*



The agenda was share how marketing impacts the success of a Restaurant brand



With the years of experience in the field of marketing, the presentation was praise worthy for giving valuable insights

## Keynote 2: “Truck Licensing ”

*By: Kris Haggie, Independent F&B Consultant*



All one wanted to know about Food  
Trucks in Dubai



Some great insights into the  
profitability and licensing were shared

## 5-minute Elevator Pitch: “Localyser, a social media monitoring tool”

*By: Tarik Qahawish*



A nice presentation on Localyser, a first local social media monitoring and engagement tool that helps multi-location brands manage their locations ratings and reviews



People were happy to take home the knowledge of “Localyser” tool as it will help the growth of business



## “Up-close and personal with Tahir Shah”

*With: Tahir Shah, Founder, Moti Roti*



Tahir Shah, Funder, Moti Roti- A Pakistani Soul Kitchen shared his transformational journey from IT to F&B



People were delighted to come close to an F&B Entrepreneur and drew plenty of inspiration

## Workshop 'Why'

**95%**

of the delegates attended the workshop to learn about the latest advancements in the restaurant industry

**97%**

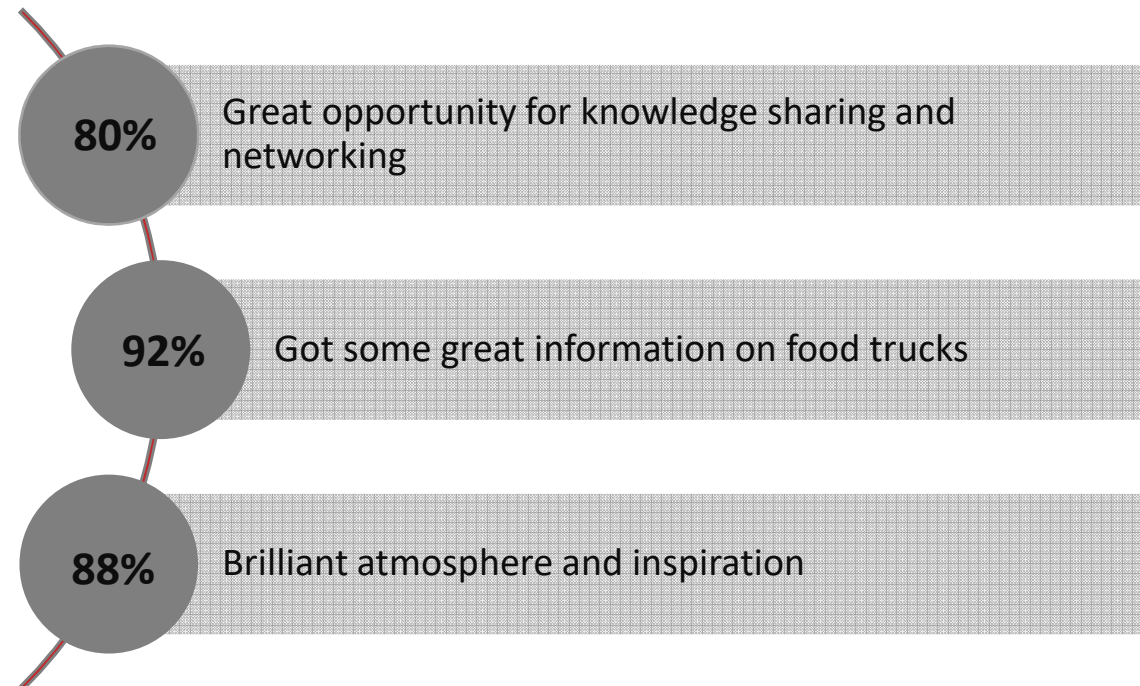
of the delegates said that the subjects covered within the agenda were excellent

**100%**

of the delegates said that they will attend the forum and workshop again



## Attendee's feedback







MIDDLE EAST  
**FOOD  
FORUM**

## Our Partners

**In Association with**



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**Event Organizer**

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MIDDLE EAST  
**FOOD  
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**Strawberry**



**Orange**



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**Lychee**



**Green Apple**



**Kiwi**





## Contact information

For sponsorship, speaking opportunities and participation please contact us.

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Middle East Food Forum



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