

Your invitation to the Ben E. Keith Pre Food Show Seminar and Party

Excellent subject for Service Staff, Management, and Owners.

Layers of Loyalty How to Create Raving Regulars and Make Them Return Soon and Often

While first time or 'trail' visits can be driven by anything from advertizing and location, there are certain effective, tested tools, and tactics than can be used to encourage Guests to come back soon and often to your restaurant.

- The 4 different types of regular customers, why they're important and how to keep them coming back
- How to teach your crew to treat their section as their own start-up business and the value of finding and hanging onto their own customers
- The 10 skills every Manager and Front-of-the-House team need to master in order to develop a fiercely loyal clientele



Tim Kirkland

Founder of the Renegade Hospitality Group

Tim Kirkland has 20+ years in the hospitality industry. His innovative, and valuable seminars, books, and training programs have been recognized by the industry leaders.

Tim is an author, speaker, and consultant focusing on sales-building, service-energizing, and team-building in the foodservice industry. He specializes in innovative ways to recruit, engage, and retain today's emerging 'Generation i' workforce.

Date: Tuesday, April 13, 2010

Time: 3:00 pm to 4:30 pm

Place: Skirvin Hilton Hotel

Centennial Ballroom

One Park Avenue

Oklahoma City, OK



Party 5:00 pm to 8:00 pm (See reverse side)

Join **Ben E. Keith Foods** for heavy hors d'oeuvres, beverages, fun and relaxation at our pre Food Show Party at the

Petroleum Club

100 North Broadway

34th Floor of the Chase Bank Tower

in Downtown-Oklahoma City

(Just a one block **north** of the Cox Communication Center)

On Tuesday, April 13, 2010

from 5:00 pm to 8:00 pm

Dress is casual!

Suggested Parking for the Seminar at the Skirvin Hilton and the Party at the Petroleum Club is at the Santa Fe Parking Garage!

