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# Welcome to the 2019 Dine In Cinema Summit!!

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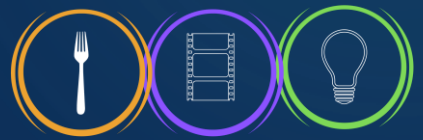
**CENTURY**  
THEATRES.

**CinéArts.**

*Tinseltown*

**rave**  
cinemas

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**S P O T L I G H T**  
C I N E M A N E T W O R K S

AUSTIN, TX

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SPOTLIGHT  
CINEMA NETWORKS

EVO  
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# Welcome to the 2019 Dine In Cinema Summit!

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DRAFTHOUSE CINEMA

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VIOLET CROWN

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BREWHOUSE

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THANK YOU FOR BREAKFAST!

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# Welcome! Some Housekeeping...



- ▶ Install the Dine-In Cinema Summit app for Android or iPhone! Also use [www.dineincinemasummit.com](http://www.dineincinemasummit.com)!
- ▶ We will be using a bus to get from place to place – time is short – please help move things along
  - ▶ No bus service home from our Wed night event – it's close
  - ▶ No bus on Thurs AM – short distance to our host theater
- ▶ Sponsors have helped absorb the costs – thank you!!

# What Are We All Doing Here?



- ▶ Unique mix of theater owners, staff, vendors and service providers in one place
- ▶ Common goal: Move the dine in cinema market forward by collaborating and inspiring
- ▶ Participate, listen, share, communicate, learn, educate
- ▶ Do what's comfortable & be respectful
- ▶ Understand that your business may be great at certain things – you can always improve just like those sitting next to you

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THANK YOU TO OUR HOSTS!

# Theaters



I PIC



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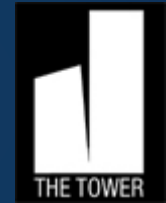


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# Theaters



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# Vendor Sponsors



Martin Frost & Hill  
Texas Liquor Lawyers



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A.R. MAYS  
CONSTRUCTION



ENCORE  
PERFORMANCE SEATING



FORTESSA  
TABLEWARE SOLUTIONS



SAMSUNG

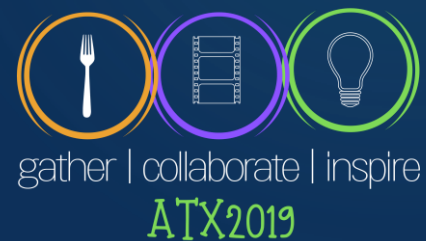


ru|theatre

CAMATIC



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NEC



# Vendors



**BAILEY**



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by Venue Valet

**tempo**



**BEFORE THE MOVIE™**



PARADIGM DESIGN

**influx**

**Jaymar**



**SBLM**



INFINITY  
SEATING  
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CelluloidJunkie



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TECHNOLOGIES

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# Agenda – Quick Summary



- ▶ POS & Reporting, Data Analysis Part 1
- ▶ Video, Sound, Seats & The Next Generation Dine In Experience
- ▶ Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits
- ▶ Service Models & Operations
- ▶ Technology Stuff & New Products/Services
- ▶ Kitchen Design & Workflow
- ▶ Auditorium/Lobby Design & Workflow
- ▶ Menu Planning & Design
- ▶ HR – Hiring & Training
- ▶ Marketing, Advertising, 3<sup>rd</sup> Party Ticketing, Competition, Expansion, Mergers & Acquisitions, Franchising, Loyalty Programs
- ▶ Reporting, Data Analysis Part 2
- ▶ Conventions, Associations, “Help Groups” for Dine In
- ▶ Consultants – To Hire or Not to Hire
- ▶ Legal Stuff
- ▶ New Revenue Streams, Partnership/Community Involvement
- ▶ Convert Your Theater to Dine In

- ▶ You will see sponsorship presentations
- ▶ You will have breaks but all the time will be filled

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# Agenda – Help!



- ▶ Matthew Baizer – Flix Brewhouse
- ▶ Jason Petro – Star Cinema Grill
- ▶ Alison Meyer – Fridley Theatres
- ▶ Vincent Mast – Innovative Restaurant Solutions
- ▶ Sperling Reich – CelluloidJunkie
- ▶ Adam Peterson – VIP Seating/CineConsult
- ▶ Stacy Bruce – Variety
- ▶ Jeff Kaplan – Martin, Frost & Hill
- ▶ John Holstrom – Venue Valet
- ▶ Matt Mader – Venue Valet

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# Evening Events



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TUESDAY NIGHT  
DEEP EDDY VODKA DISTILLERY  
DRIPPING SPRINGS, TEXAS



hosted by: **ENCORE**  
PERFORMANCE SEATING

WEDNESDAY NIGHT



west 6th



hosted by:  

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# Sponsor Spot



# SPOTLIGHT

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## CINEMA NETWORKS

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Ronnie Ycong  
Sherina Guimmond

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READY?

ANY QUESTIONS?

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# Session I

## POS (Tickets, F&B, Payroll) & Data (Reporting, Data Analysis Part 1)

Matthew Baizer, COO of Flix Brewhouse



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# Sponsor Spot



# SAMSUNG



Tony Adamson, GDC  
Nick Conti, Samsung  
Loren Nielson, DTS

# Session II



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## *Video, Sound, Seats & The Next Generation Dine In Experience* Matt Mader, Venue Valet

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# Session II

## Video, Sound, Seats & The Next Generation Dine In Experience



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# THANK YOU FOR LUNCH!

*Telescopic*  
SEATING SYSTEMS



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**Moviehouse & Eatery**

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# Session III

## **Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits**

**Matt Mader, Venue Valet**

**Alison Meyer, GM of Fridley Theatres**



### ■ Challenges

#### – Payroll & Job Types

Scheduling & Pay Rates – Different Day of Week Responsibilities – “non-peak” seasons – technology to help schedule?

#### – Simultaneously serving/feeding large crowds of people

#### – Making adjustments & measuring results

#### – Maximize occupancy - lowest labor costs - highest quality - complying with studios

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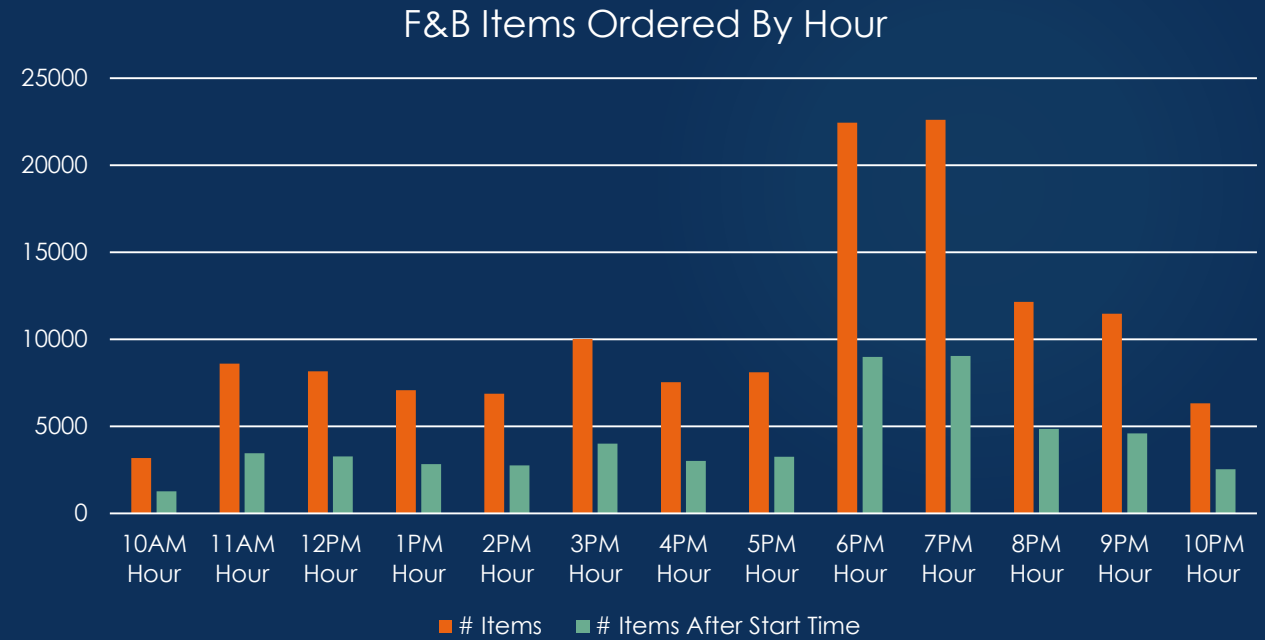
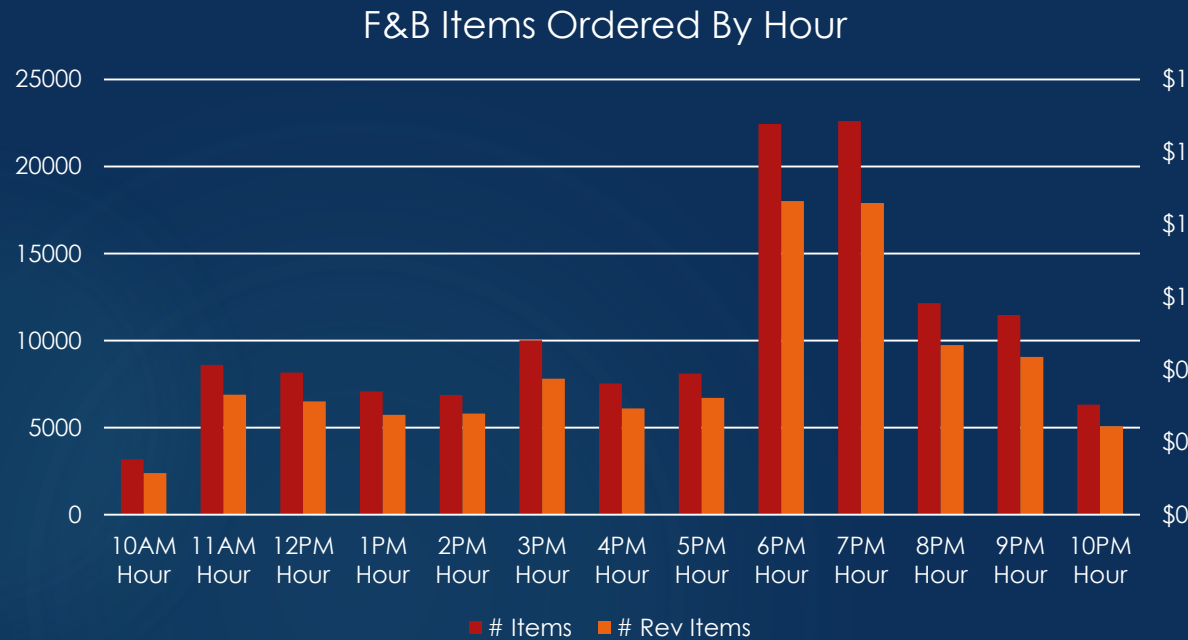
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# Session III

## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits



Chart 1



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63% of items ordered are ordered BEFORE the film starts  
37% are ordered AFTER & a large % are high margin (another beer)

# Session III

## *Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits*



- Serving A Few or a Crowd
  - Different menus
  - Variation in hours of operation
  - Seat & greet time; 20 min vs. 30 min
  - Staffing
    - Forecasting admissions
    - Server to guest ratio
    - Runner to guest ratio
    - When to cut

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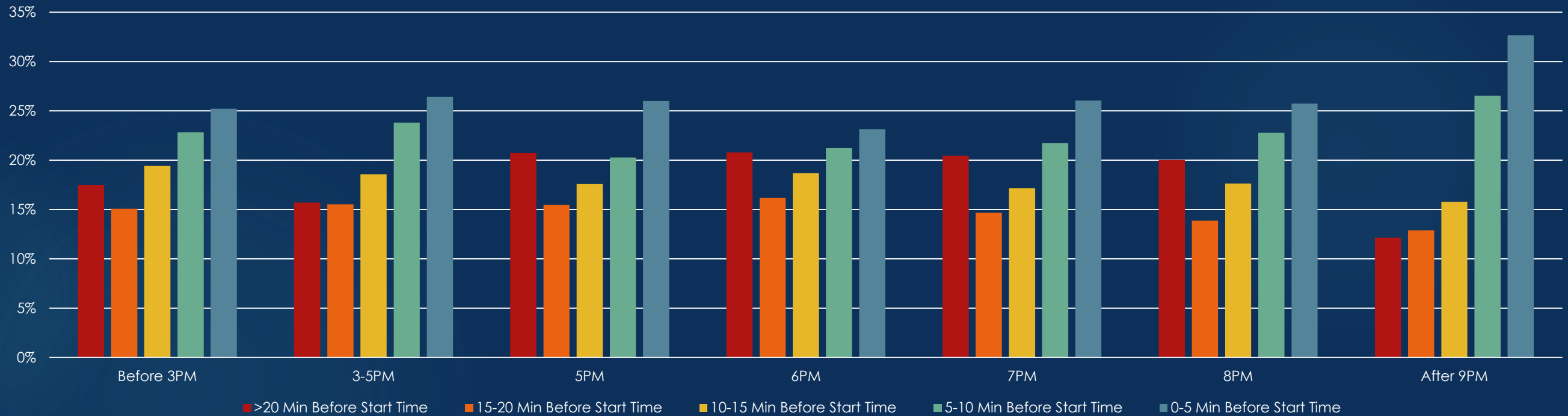


# Session III

## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits



CHART 2 - F&B Orders Placed Relative to Start Time



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# Session III

## **Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits**



### ■ Measuring Success

- What or who are the best performance measures to track
  - Staff members & numbers
- Managing call buttons
  - Red vs Yellow
- Making adjustments & measuring results
  - Who are the key players
  - What management combo/hierarchy works
  - Communicating changes to the staff

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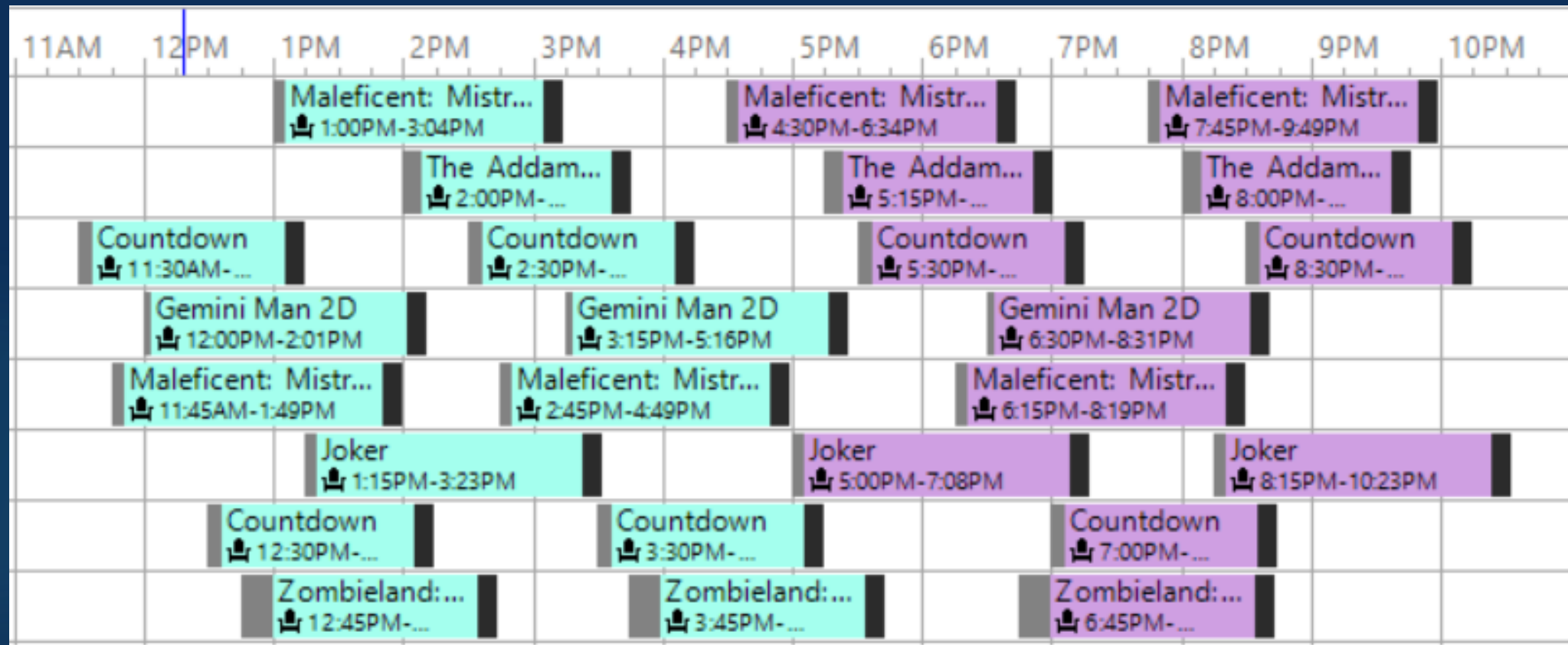


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# Session III

## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits



Monday

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# Session III



## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits

### Screen 1 Monday

9:55 AM - 2:17 PM  
The Metropolita...  
Sold 54 of 78 (69%)

2:45 PM - 5:13 PM  
Joker  
Sold 18 of 76 (24%)

5:30 PM - 7:58 PM  
Joker  
Sold 25 of 76 (33%)

8:15 PM - 10:43 PM  
Joker  
Sold 64 of 78 (82%)

### Screen 2

11:00 AM - 1:20 PM  
The Lighthouse  
Sold 1 of 65 (2%)

1:45 PM - 4:05 PM  
The Lighthouse  
Sold 6 of 65 (9%)

4:15 PM - 6:35 PM  
The Lighthouse  
Sold 6 of 65 (9%)

6:45 PM - 9:05 PM  
The Lighthouse  
Sold 24 of 65 (37%)

9:30 PM - 11:50 PM  
The Lighthouse  
Sold 3 of 65 (5%)

### Screen 3

11:45 AM - 2:13 PM  
Maleficent: Mis...  
Sold 0 of 76 (0%)

2:30 PM - 4:58 PM  
Maleficent: Mis...  
Sold 12 of 76 (16%)

5:15 PM - 7:43 PM  
Maleficent: Mis...  
Sold 47 of 76 (62%)

8:00 PM - 10:28 PM  
Maleficent: Mis...  
Sold 34 of 76 (45%)

### Screen 4

11:00 AM - 1:28 PM  
Joker  
Sold 9 of 75 (12%)

1:40 PM - 4:08 PM  
Joker  
Sold 6 of 75 (8%)

4:15 PM - 6:43 PM  
Joker  
Sold 17 of 75 (23%)

7:00 PM - 9:28 PM  
Joker  
Sold 60 of 75 (80%)

9:45 PM - 12:13 AM  
Joker  
Sold 19 of 75 (25%)

### Screen 5

12:00 PM - 2:12 PM  
The Current War  
Sold 4 of 62 (6%)

2:45 PM - 4:57 PM  
The Current War  
Sold 14 of 64 (22%)

5:15 PM - 7:27 PM  
The Current War  
Sold 35 of 62 (56%)

7:45 PM - 9:57 PM  
The Current War  
Sold 44 of 63 (70%)

### Screen 6

11:00 AM - 1:28 PM  
Maleficent: Mis...  
Sold 10 of 56 (18%)

1:45 PM - 4:13 PM  
Maleficent: Mis...  
Sold 23 of 56 (41%)

4:30 PM - 6:58 PM  
Maleficent: Mis...  
Sold 10 of 56 (18%)

7:15 PM - 9:43 PM  
Maleficent: Mis...  
Sold 43 of 58 (74%)

### Screen 7

10:45 AM - 12:48 PM  
Zombieland: Dou...  
Sold 0 of 64 (0%)

1:00 PM - 3:03 PM  
Zombieland: Dou...  
Sold 15 of 64 (23%)

3:30 PM - 5:33 PM  
Zombieland: Dou...  
Sold 9 of 64 (14%)

5:45 PM - 7:48 PM  
Zombieland: Dou...  
Sold 17 of 64 (27%)

8:00 PM - 10:03 PM  
Zombieland: Dou...  
Sold 17 of 64 (27%)

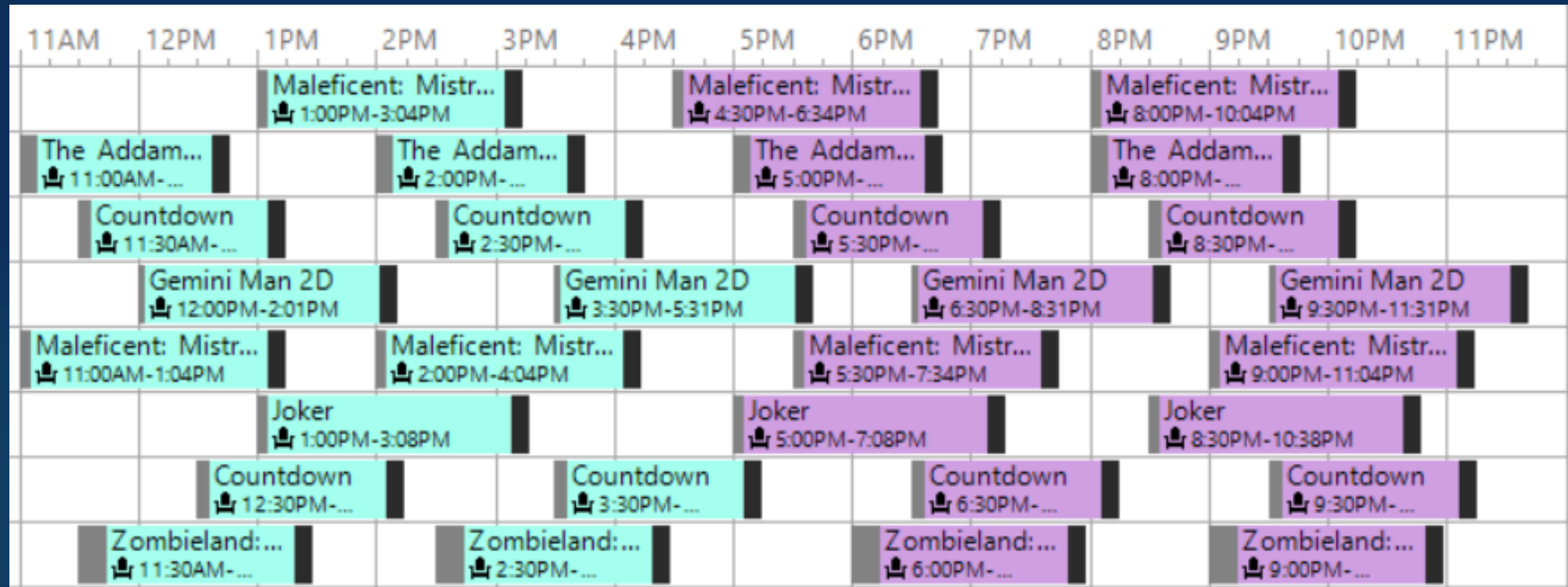
10:15 PM - 12:18 AM  
Zombieland: Dou...  
Sold 5 of 64 (8%)

<b>Screen 1</b> 10:40 AM - 12:45 PM The Lighthouse Sold 3 of 34 (9%)	1:30 PM - 4:44 PM Bigil (Tamil) Sold 0 of 34 (0%)	5:30 PM - 8:44 PM Bigil (Tamil) Sold 1 of 34 (3%)	9:45 PM - 12:02 AM Downton Abbey Sold 0 of 34 (0%)	
<b>Screen 2</b> 10:00 AM - 11:47 AM Abominable Sold 5 of 37 (14%)	12:35 PM - 2:22 PM Abominable Sold 8 of 37 (22%)	3:15 PM - 5:02 PM Abominable Sold 1 of 37 (3%)	6:00 PM - 8:17 PM Downton Abbey Sold 10 of 37 (27%)	9:15 PM - 12:29 AM Bigil (Tamil) Sold 1 of 37 (3%)
<b>Screen 3</b> 11:30 AM - 1:12 PM The Addams Fami... Sold 5 of 58 (9%)	2:15 PM - 3:57 PM The Addams Fami... Sold 0 of 58 (0%)	5:00 PM - 6:42 PM The Addams Fami... Sold 20 of 58 (34%)	7:45 PM - 9:27 PM The Addams Fami... Sold 5 of 58 (9%)	10:30 PM - 12:24 AM Zombieland: Dou... Sold 0 of 58 (0%)
<b>Screen 4</b> 12:30 PM - 2:47 PM Joker Sold 7 of 69 (10%)	3:45 PM - 6:02 PM Joker Sold 3 of 69 (4%)	7:00 PM - 9:17 PM Joker Sold 27 of 69 (39%)	10:15 PM - 12:32 AM Joker Sold 4 of 69 (6%)	
<b>Screen 5</b> 12:00 PM - 2:13 PM Maleficent: Mis... Sold 16 of 139 (12%)	3:15 PM - 5:28 PM Maleficent: Mis... Sold 2 of 139 (1%)	6:30 PM - 8:43 PM Maleficent: Mis... Sold 35 of 139 (25%)	9:45 PM - 11:58 PM Maleficent: Mis... Sold 6 of 139 (4%)	
<b>Screen 6</b> 10:10 AM - 12:27 PM Joker Sold 3 of 55 (5%)	1:30 PM - 3:47 PM Joker Sold 10 of 55 (18%)	4:45 PM - 7:02 PM Joker Sold 2 of 55 (4%)	8:00 PM - 9:54 PM Zombieland: Dou... Sold 11 of 55 (20%)	10:55 PM - 12:37 AM The Addams Fami... Sold 0 of 55 (0%)
<b>Screen 7</b> 11:00 AM - 2:14 PM Bigil (Tamil) Sold 0 of 55 (0%)	3:00 PM - 5:05 PM The Lighthouse Sold 1 of 55 (2%)	6:00 PM - 8:05 PM The Lighthouse Sold 0 of 55 (0%)	9:00 PM - 11:05 PM The Lighthouse Sold 0 of 55 (0%)	
<b>Screen 8</b> 10:30 AM - 12:33 PM Black and Blue Sold 3 of 55 (5%)	1:30 PM - 3:33 PM Black and Blue Sold 5 of 55 (9%)	4:30 PM - 6:33 PM Black and Blue Sold 2 of 55 (4%)	7:30 PM - 9:33 PM Black and Blue Sold 2 of 55 (4%)	10:30 PM - 12:33 AM Black and Blue Sold 0 of 55 (0%)
<b>Screen 9</b> 10:00 AM - 12:02 PM The Current War Sold 5 of 55 (9%)	1:00 PM - 3:02 PM The Current War Sold 11 of 55 (20%)	4:00 PM - 6:02 PM The Current War Sold 6 of 55 (11%)	7:00 PM - 9:02 PM The Current War Sold 21 of 55 (38%)	10:00 PM - 12:02 AM The Current War Sold 3 of 55 (5%)
<b>Screen 10</b> 11:30 AM - 1:43 PM Maleficent: Mis... Sold 7 of 110 (6%)	2:45 PM - 4:58 PM Maleficent: Mis... Sold 0 of 110 (0%)	6:00 PM - 8:13 PM Maleficent: Mis... Sold 23 of 110 (21%)	9:45 PM - 11:58 PM Maleficent: Mis... Sold 3 of 110 (3%)	
<b>Screen 11</b> 10:45 AM - 12:39 PM Zombieland: Dou... Sold 8 of 104 (8%)	1:40 PM - 3:34 PM Zombieland: Dou... Sold 3 of 104 (3%)	4:35 PM - 6:29 PM Zombieland: Dou... Sold 5 of 104 (5%)	7:30 PM - 9:24 PM Zombieland: Dou... Sold 25 of 104 (24%)	10:35 PM - 12:29 AM Zombieland: Dou... Sold 6 of 104 (6%)

Monday

# Session III

## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits



Saturday

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# Session III



## Show & Labor Scheduling & Impacts to Kitchen, Payroll & Admits

### Friday

#### Screen 1

12:30 PM - 2:58 PM  
Maleficent: Mis...  
Sold 6 of 76 (8%)

3:15 PM - 5:43 PM  
Joker  
Sold 0 of 76 (0%)

6:00 PM - 8:28 PM  
Joker  
Sold 12 of 76 (16%)

8:45 PM - 11:13 PM  
Joker  
Sold 13 of 76 (17%)

#### Screen 2

10:45 AM - 1:13 PM  
Joker  
Sold 0 of 65 (0%)

1:30 PM - 3:50 PM  
The Lighthouse  
Sold 0 of 65 (0%)

4:00 PM - 6:20 PM  
The Lighthouse  
Sold 2 of 65 (3%)

6:30 PM - 8:50 PM  
The Lighthouse  
Sold 6 of 65 (9%)

9:00 PM - 11:28 PM  
Maleficent: Mis...  
Sold 4 of 65 (6%)

#### Screen 3

12:00 PM - 2:28 PM  
Joker  
Sold 2 of 77 (3%)

2:40 PM - 5:08 PM  
Maleficent: Mis...  
Sold 2 of 76 (3%)

5:15 PM - 7:43 PM  
Maleficent: Mis...  
Sold 0 of 76 (0%)

8:00 PM - 10:28 PM  
Maleficent: Mis...  
Sold 0 of 76 (0%)

#### Screen 4

11:45 AM - 2:13 PM  
Maleficent: Mis...  
Sold 0 of 75 (0%)

2:45 PM - 5:13 PM  
Joker  
Sold 2 of 75 (3%)

5:30 PM - 7:58 PM  
Joker  
Sold 9 of 75 (12%)

8:15 PM - 10:43 PM  
Joker  
Sold 16 of 75 (21%)

#### Screen 5

12:20 PM - 2:32 PM  
The Current War  
Sold 4 of 62 (6%)

2:50 PM - 5:02 PM  
The Current War  
Sold 2 of 62 (3%)

5:20 PM - 7:32 PM  
The Current War  
Sold 0 of 62 (0%)

8:00 PM - 10:12 PM  
Ghostbusters (1...  
Sold 14 of 62 (23%)

#### Screen 6

11:15 AM - 1:18 PM  
Zombieland: Dou...  
Sold 3 of 56 (5%)

1:30 PM - 3:58 PM  
Maleficent: Mis...  
Sold 2 of 56 (4%)

4:15 PM - 6:43 PM  
Maleficent: Mis...  
Sold 0 of 56 (0%)

7:00 PM - 9:50 PM  
Spirited Away S...  
Sold 46 of 56 (82%)

#### Screen 7

12:00 PM - 2:20 PM  
The Lighthouse  
Sold 1 of 64 (2%)

2:30 PM - 4:33 PM  
Zombieland: Dou...  
Sold 0 of 64 (0%)

4:45 PM - 6:48 PM  
Zombieland: Dou...  
Sold 4 of 64 (6%)

7:00 PM - 9:50 PM  
Spirited Away S...  
Sold 7 of 66 (11%)

Friday				
<b>Screen 1</b> 9:30 AM - 12:44 PM Bigil (Tamil) Sold 0 of 34 (0%)	1:30 PM - 4:44 PM Bigil (Tamil) Sold 0 of 34 (0%)	5:30 PM - 8:44 PM Bigil (Tamil) Sold 3 of 34 (9%)	9:45 PM - 12:02 AM Downton Abbey Sold 5 of 34 (15%)	
<b>Screen 2</b> 10:00 AM - 11:47 AM Abominable Sold 10 of 37 (27%)	12:35 PM - 2:22 PM Abominable Sold 7 of 37 (19%)	3:15 PM - 5:02 PM Abominable Sold 4 of 37 (11%)	6:00 PM - 8:17 PM Downton Abbey Sold 30 of 37 (81%)	9:15 PM - 12:29 AM Bigil (Tamil) Sold 2 of 37 (5%)
<b>Screen 3</b> 11:30 AM - 1:12 PM The Addams Fami... Sold 29 of 58 (50%)	2:15 PM - 3:57 PM The Addams Fami... Sold 29 of 58 (50%)	5:00 PM - 6:42 PM The Addams Fami... Sold 37 of 58 (64%)	7:45 PM - 9:27 PM The Addams Fami... Sold 41 of 58 (71%)	10:30 PM - 12:24 AM Zombieland: Dou... Sold 24 of 58 (41%)
<b>Screen 4</b> 9:45 AM - 11:27 AM The Addams Fami... Sold 12 of 69 (17%)	12:30 PM - 2:47 PM Joker Sold 9 of 69 (13%)	3:45 PM - 6:02 PM Joker Sold 39 of 69 (57%)	7:00 PM - 9:17 PM Joker Sold 60 of 69 (87%)	10:15 PM - 12:32 AM Joker Sold 48 of 69 (70%)
<b>Screen 5</b> 12:00 PM - 2:13 PM Maleficent: Mis... Sold 54 of 139 (39%)	3:15 PM - 5:28 PM Maleficent: Mis... Sold 51 of 139 (37%)	6:30 PM - 8:43 PM Maleficent: Mis... Sold 103 of 139 (74%)	9:45 PM - 11:58 PM Maleficent: Mis... Sold 28 of 139 (20%)	
<b>Screen 6</b> 10:10 AM - 12:27 PM Joker Sold 2 of 55 (4%)	1:30 PM - 3:47 PM Joker Sold 29 of 55 (53%)	4:45 PM - 7:02 PM Joker Sold 39 of 55 (71%)	8:00 PM - 9:54 PM Zombieland: Dou... Sold 36 of 55 (65%)	10:55 PM - 12:37 AM The Addams Fami... Sold 4 of 55 (7%)
<b>Screen 7</b> 12:00 PM - 2:05 PM The Lighthouse Sold 8 of 55 (15%)	3:00 PM - 5:05 PM The Lighthouse Sold 0 of 55 (0%)	6:00 PM - 8:05 PM The Lighthouse Sold 22 of 55 (40%)	9:00 PM - 11:05 PM The Lighthouse Sold 11 of 55 (20%)	
<b>Screen 8</b> 10:30 AM - 12:33 PM Black and Blue Sold 11 of 55 (20%)	1:30 PM - 3:33 PM Black and Blue Sold 15 of 55 (27%)	4:30 PM - 6:33 PM Black and Blue Sold 11 of 55 (20%)	7:30 PM - 9:33 PM Black and Blue Sold 40 of 55 (73%)	10:30 PM - 12:33 AM Black and Blue Sold 19 of 55 (35%)
<b>Screen 9</b> 10:00 AM - 12:02 PM The Current War Sold 5 of 55 (9%)	1:00 PM - 3:02 PM The Current War Sold 20 of 55 (36%)	4:00 PM - 6:02 PM The Current War Sold 28 of 55 (51%)	7:00 PM - 9:02 PM The Current War Sold 49 of 55 (89%)	10:00 PM - 12:02 AM The Current War Sold 14 of 55 (25%)
<b>Screen 10</b> 11:30 AM - 1:43 PM Maleficent: Mis... Sold 15 of 110 (14%)	2:45 PM - 4:58 PM Maleficent: Mis... Sold 29 of 110 (26%)	6:00 PM - 8:13 PM Maleficent: Mis... Sold 68 of 110 (62%)	9:15 PM - 11:28 PM Maleficent: Mis... Sold 42 of 110 (38%)	
<b>Screen 11</b> 10:45 AM - 12:39 PM Zombieland: Dou... Sold 13 of 104 (12%)	1:40 PM - 3:34 PM Zombieland: Dou... Sold 35 of 104 (34%)	4:35 PM - 6:29 PM Zombieland: Dou... Sold 47 of 104 (45%)	7:30 PM - 9:24 PM Zombieland: Dou... Sold 79 of 104 (76%)	10:35 PM - 12:29 AM Zombieland: Dou... Sold 15 of 104 (14%)



# Session IV

## Service Models & Operations

John Holstrom, Venue Valet



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MAKES THE MOVIES BETTER

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Melody Smith, Sky Cinemas  
John Walsh, Star Cinema Grill  
Ingrid Jahra, CinemaOne  
Rob Novak, Marcus Theatres

# Sponsor Spot



## Martin Frost & Hill Texas Liquor Lawyers

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Kyle Hill

# Session V

## Tech Stuff & New Products/Services Sperling Reich, Executive Director of CelluloidJunkie



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Tom Lipiec, MIT

Jerry Van de Rydt, Rydt Entertainment Systems, MIT

Steve Hatton, QSC

Joe Memeo, Cinionic

Nick Conti, Samsung

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ENTERTAINMENT GROUP

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Swade Geiger



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# Session VI

## *Kitchen Design & Workflow*

*Matt Mader, Venue Valet*

- ▶ Lots of Input Available Here at the Summit
  - ▶ Architects
  - ▶ Designers
  - ▶ “Kitchen Pros”
  - ▶ Contractors/Builders
  - ▶ Consultants

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Jaclyn Bennett

# Session VII

## Auditorium/Lobby/Bar Design & Workflow

*Matt Mader, Venue Valet*



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Ben Stanton

# Session VIII

## Menu Planning & Design

*Vincent Mast, Innovative Restaurant Solutions*



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Will Mucha

# Session IX

## HR – Hiring & Training

Jason Petro, “Do It All” at Star Cinema Grill



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# Talent Management

**Selection:** Recruitment, Interviewing, Hiring

**Training:** Explanation, Education, Follow Up

**Culture:** Environment, Awareness, Inclusiveness

# Compensation

**Management Salary:** Per location %, Overall %

**Corporate Salary:** Allocation

**Pay Structure:** Hourly Staff, Tip-Share, Tip-Pools

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Ronnie Ycong  
Sherina Guimmond



# Session X



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**Marketing, Advertising, 3<sup>rd</sup> Party Ticketing, Competition,  
Expansion, Mergers & Acquisitions, Franchising, Loyalty Programs**  
*Sperling Reich, Executive Editor at CelluloidJunkie*

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Keith Wantanabe

# Session XI

## Reporting, Data Analysis Part 2

John Holstrom & Matt Mader, Venue Valet



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# NEC

Russell Vannorsdel, Fridley Theatres  
Flix Brewhouse  
Darryl Leversuch, iPic  
Rob Novak, Marcus Theatres

Jeff Kaplan



# Thursday Agenda

VIOLET CROWN

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## Theater 1

9AM  
**Conventions,  
Associations, “Help  
Groups” for Dine In**

10AM  
**Consultants – To Hire  
or Not to Hire**

## Theater 2

9AM  
**Theater Toolkit  
Products & Services**



10AM  
**Venue Valet  
Products & Services**



## Theater 3

9AM  
**Convert Your  
Theater To Dine In**

10AM  
TBD

## Theater 4

9AM  
**Legal Stuff**

10AM  
**New Revenue  
Streams, Partnerships  
& Community  
Involvement**

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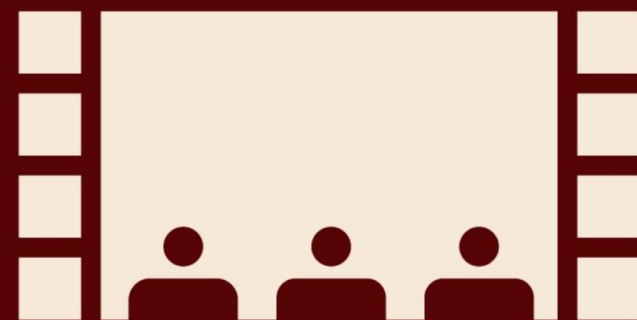
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# THEATER TOOLKIT

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VIOLET CROWN

# Thursday Agenda

VIOLET CROWN

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## Theater 1

9AM  
*Conventions,  
Associations, “Help  
Groups” for Dine In*

10AM  
*Consultants – To Hire  
or Not to Hire*

## Theater 2

9AM  
*Theater Toolkit  
Products & Services*



10AM  
*Venue Valet  
Products & Services*



## Theater 3

9AM  
*Convert Your  
Theater To Dine In*

10AM  
*Open Discussion*

## Theater 4

9AM  
*Legal Stuff*

10AM  
*New Revenue  
Streams, Partnerships  
& Community  
Involvement*

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# Almost The End...



## Was this useful?

Austin is nice – but we would be happy to let other cities and cinemas host – where next?

We appreciate your interest, financial support and participation!

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