

# Future of Food USA

27<sup>th</sup>-28<sup>th</sup> May 2020

## Virtual Platform Information Pack

At Innovation Forum, we understand as well as anyone the value of a physical conference. However, during these difficult times it is clear that physical meetings are simply not possible and will not be for a number of months.

We are of course, aiming to be back with physical meetings after the summer.

Meanwhile it is critical that progress does not grind to a halt. Innovation Forum exists to ask the difficult questions – and to connect you to those with the answers. We will continue to do so in these challenging months ahead.

We need to maintain a candid dialogue around business-critical issues, as well as enabling the networking, partnerships and collaboration that make IF conferences so valuable.

That's why we have made the decision to move to virtual conferences, for now.

We are investing heavily in a new virtual platform, which we are confident can replicate much of the value from our physical conferences, and importantly maintain progress and business momentum.

Please do take a few minutes to look at it. It's a lot better than you might think. Technology has moved on, in a helpful way.

We believe we can offer additional value online. We can - and will - help you get expert advice to solve the problems you face in sustainable business, and find new opportunities.

In our new platform, we've placed a heavy emphasis on delivering great networking for attendees, as well as the same calibre of dynamic, engaging content.

### **Problem solving, networking and useful content: Three things IF virtual events will deliver**

#### **Problem solving**

**Get things done:** Our online working groups and small group workshop discussions, carefully facilitated by IF experts, will help drive progress on important practical challenges.

**Online efficiency:** We can efficiently control, curate and actively facilitate. This gives you the time to ask - and get the answers - to the critical questions for your business.

**Answers:** Tell us what you want to know – and we will make sure you get the answers you need. That's a guarantee. We specialise in finding the right people to answer the right questions. So let us help you solve challenges, and find those new opportunities.

*Join us online – we promise our virtual events will be worth your time and effort.*

## **Networking**

**Collaboration, collaboration, collaboration:** IF events have always been structured to promote, enable and ensure genuine collaboration. Throughout the two days, collaboration will be front and centre of networking and discussion groups to ensure real connections are made – even in the absence of a physical interaction

**Increased networking time:** Increased networking time beyond the conference dates through dedicated time slots to host meetings and discussion with relevant stakeholders

**Pre-planned 1:1 meetings:** Hosted face to face via video link, our meetings will enable a genuine connection. They will allow attendees to make the most of the 250 potential connections in the room

**Search and chat:** Easy to find and connect with key stakeholders, panellists or partners on the day through search and chat functions

**Issue specific meeting rooms:** Find and connect with those who share common challenges, opportunities and experiences through dedicated meeting rooms

**Speed networking:** Engage and connect with a host of contacts in double quick time, allowing you to build relationships with a variety of key stakeholders

## **Content**

**Real interaction:** Truly engaging session formats that ensure audience participation. Not simply listening from behind a computer screen, get involved in discussion to have your say.

**Practical guidance:** Highly focused sessions that get to the crux of the issues for business and offer tangible and actionable insights into the right solutions for your business.

**Dynamic moderation:** Strong moderators, happy to ask tough questions and give all panellists an equally tough time. The content and discussion is all designed to be as challenging as the issues themselves.

**Solving the big problems:** Each of the key issues facing business discuss in-depth with our expert speakers and panellists.

**Focused:** Enough time, resources and expertise for the issues that really matter. We don't skate the surface, but get to the crux of the issues to provide in-depth, constructive discussion.

**Candid:** Open and honest discussion around the key issues and biggest challenges to business practices.

**Digestible:** Practical content condensed into digestible chunks and then spread across three days in a variety of formats to maintain concentration levels and accessibility

If you have any questions regarding this conference, please email Tanya at [tanya.richard@innovationforum.co.uk](mailto:tanya.richard@innovationforum.co.uk)

*Join us online – we promise our virtual events will be worth your time and effort.*