



DAY 1: Thursday, February 22nd

TIME	DESCRIPTION
8am - 9am	REGISTRATION & OPEN HOUSE
9am-10am	WELCOME - LAYOUT OF SUMMIT <ul style="list-style-type: none"> • The Power of being Self-Employed • The Magic of Shaved Ice
10am-11am	IMPROVING YOUR BUSINESS WITH SNOWIE'S WEBSITE
11:10am-12pm	BREAK OUT SESSION 1 (SELECT ONE): <ul style="list-style-type: none"> A) Which Shaver is Best for Me? B) Enhancing your Shaved Ice with Toppings and Additives C) Increasing your Profitability with a Flavor Station D) Increasing Revenue through product selection/pricing
12pm-12:45pm	LUNCH (CHRONOLOGICAL/GEOGRAPHICAL INTRO/WHITE BOARD "YOU" VIDEO)
12:45-1pm	LATEST SNOWIE INNOVATIONS
1pm-1:50pm	BREAK OUT SESSION 2 (SELECT ONE): <ul style="list-style-type: none"> A) When do I need a Building, Kiosk, Cart or Bus? B) Enhancing your Shaved Ice with Toppings and Additives C) Making Sugar Water and Flavors, Nightmare or Easy? D) What kind of Inventory should I Maintain?
2:00pm-3pm	BEST PRACTICES: TAXATION & LEGAL STRUCTURE OF YOUR BUSINESS
3:10pm-4:00pm	BREAK OUT SESSION 3 (SELECT ONE): <ul style="list-style-type: none"> A) Which Shaver is best for me? B) Diversifying with Off Season/Other Products C) Making Sugar Water and Flavors, Nightmare or Easy? D) Increasing Revenue through Product Selection/Pricing
4:10pm-4:50pm	PANEL OF SEASONED SNOWIE VENDORS
4:50pm - 5:00pm	SNOWIE INNOVATIONS
6:30pm-10:00pm	DINNER / CASINO NIGHT / FUNNY MONEY AUCTION BLEND OF AUCTION/DRAWINGS (5-7 AUCTION ITEMS/8-10 DRAWING ITEMS)

DAY 2: Friday, February 23rd

TIME	DESCRIPTION
8am-9am	OPEN HOUSE
9am-10am	THE ART OF BUSINESS MANAGEMENT
10:10am-12pm	HOW TO MARKET LOCALLY (GUEST SPEAKERS) <u>SALT LAKE CITY CHAMBER OF COMMERCE</u> (15M) - BARBARA THARP <u>GOOGLE</u> (45M) - DAVE DELANEY BUILDING A BUSINESS RELATIONSHIP WITH <u>YELP</u> - VIA SNOWIE EVENT GENERATION THROUGH <u>ROAMING HUNGER</u>
12pm-12:45pm	LUNCH
12:45pm-1pm	SNOWIE GIVE BACK UPDATE
1:10pm-2:00pm	BREAK OUT SESSION 4 (SELECT ONE) A) WHEN SHOULD I USE A BUILDING, KIOSK, CART OR BUS? B) DIVERSIFYING WITH OFF SEASON/OTHER PRODUCTS C) INCREASING YOUR PROFITABILITY WITH A FLAVOR STATION D) WHAT KIND OF INVENTORY SHOULD I MAINTAIN?
2:10pm-3:00pm	Q&A WITH SNOWIE TEAM
3:10pm-4:00pm	GUEST SPEAKER TROY D'AMBROSIO - ASSISTANT DEAN / EXECUTIVE DIRECTOR LASSONDE ENTREPRENEUR INSTITUTE - UNIVERSITY OF UTAH

Schedule is subject to changes / modifications

SNOWIE SHAVED ICE HEADQUARTERS

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#SnowieSummit2018

