

# CHANGE BEYOND THE PLATE 2016

December 6-8, 2016

Client:



274  
Attendees

53  
Speakers

8 Sponsors 37 Vendors

## About the Event

Change Beyond the Plate convenes over 250 school food leaders, institutional purchasers, government allies, industry changemakers and food system thought leaders. Now in its 6th year, this National Gathering is a unique space for attendees to share innovative procurement strategies, connect with supply chain leaders and strengthen the school food movement. School Food Focus is the national collaborative that ignites change in our food system by working on both the demand and supply sides of school food. Together, we're changing the way school food is produced and purchased so that every child in the U.S. - regardless of income or race - has access to delicious, nutritious school meals.

## Attendee Feedback:

- *"I think the School Food FOCUS National Gathering has really become the who's who in school food. I know that I can rely on FOCUS to showcase innovative districts and bring important conversations to bear. You all did a great job mixing up the general sessions and workshops. I felt like it was a good mix and I was generally just really impressed with the interest and enthusiasm of attendees."*
- *"I loved the field trips (I attended the Georgia Organics one); the keynote speakers; and the focus on equity. Very well organized and executed - great job!"*
- *"Of all of the conferences I have attended, this was by far the best for really having time to meet and talk with people from other districts, industry, and community partners/non-profits. I had numerous opportunities to make connections, share ideas, and learn new things."*
- *"It was run very professionally, and offered high quality information and access to anyone involved in school food."*

## Scope of Work

### Event Production + Logistics

- Venue Acquisition
- Event Production + Management
- Event Budget Management
- Event Sustainability
- Registration
- Event Reporting
- Onsite Event Team

### Communication + Marketing

- Event Branding + Development
- Event Promotion + Marketing
- Media Relations
- Social Media Coverage

### Full Program Management

- Management of Full CFP Process
- Speaker + Session Development
- Speaker Management

### Sponsor & Exhibitor Acquisition

- Sponsor Acquisition
- Sponsor Fulfillment
- Tradeshow Management

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Braselton, Georgia

[focusnationalgathering.org](http://focusnationalgathering.org)

#NG2016

SCHOOL  
FOOD FOCUS

