

Future of Technology Program

Objective

To position SIVA as the thought leader in innovative restaurant technology.

Program Elements

- Half-day thinktank presentation offered to national accounts via personal invitation with phone call follow-up
- One hour webinar (similar to NRA Study Group cut) promoted to mid-tier accounts via mass mailing
- Future of technology white paper offered as part of regular advertising campaign
- Placed opinion piece (Nation's Restaurant News?)

Components & Cost

Tier One Program	Invitation letter/email	No charge
	Phone call	No charge
	Presentation	No charge
	Follow-up book	No charge
Mid-Tier Program	Mailer graphic	\$212
	Mailer printing (500)	\$410
	Mailer postage (500)	\$260
	Presentation	No charge
Advertising	Ad	No additional charge
	White paper	No charge
Public Relations	Opinion piece	Part of monthly budget

Tasks

Tier One Program	Define 50 top prospects	Glenn
	Invitation letter/email	Done
	Phone call	Glenn
	Presentation	Done
	Follow-up book	Done
Mid-Tier Program	Define 500 contact mailing list	Glenn
	Mailer design	Julie
	Mailer printing	Julie
	Mailer distribution	Julie
	Presentation	Done
Advertising	Ad	Julie
	White paper	Julie
Public Relations	Op ed	JohnstonWells