

Food and Beverage Atlantic Presents

# MASTERCLASS BUSINESS BUILDING

This 3-day course will help business owners and leaders develop a roadmap for managing, improving and scaling their food & beverage business. The course covers all aspects of general business, from defining purpose and competitive strategy to building high performing teams and managing for profit. Attendees will work together in an in-person workshop setting to learn techniques and skills using a case study and sharing their experiences.

The ideal candidate is an entrepreneur operating a food and beverage processor in Atlantic Canada. These are the people with the decision-making powers. Business owners looking to grow their business, improve results and take control in a very challenging industry will find value in this workshop series.

NEW  
IN-PERSON  
DATES!

**JANUARY 12, 10:00 AM -  
JANUARY 14, 3:00 PM 2023**

**LOCATION: HALIFAX AREA**  
Venue to be confirmed

**Participants will attend the in-person workshop for three days.**

TOPIC 1



**DEFINING YOUR BUSINESS STRATEGY**

TOPIC 2



**MANAGING MONEY TO ACHIEVE PROFITABILITY**

TOPIC 3



**BUILDING YOUR BRAND**

TOPIC 4



**OPERATIONAL EXCELLENCE**

TOPIC 5



**HIRING AND MANAGING YOUR INTERNAL AND EXTERNAL TEAM**

TOPIC 6



**MANAGING YOUR BUSINESS**

\*Masterclass will be presented in English only.

SPACE  
IS  
LIMITED!

Reserve your seat today!

**ONLY 24 SPOTS AVAILABLE!**

FBA Member: \$1000 | Non Member: \$1250

Accommodations and meals are provided in the cost of registration.

[Click here](#) to learn about potential provincial funding available.

## LEARN FROM INDUSTRY EXPERTS MASTERCLASS FACILITATORS



**Alan Archibald**  
Archibald Analytics



**Peter Chapman**  
SKU Foods



**Norm Purdy**  
PCX Advisors

**ATLANTICFOOD.CA/EVENTS**