

# FMI 2010

## Schedule at a Glance

### MONDAY MAY 10

3:30 pm – 4:30 pm

General Session:  
Leadership for the 21<sup>st</sup> Century: Understand the Forces of Change  
to Inspire Innovation

4:30 pm – 5:30 pm

General Session:  
Using Adversity to Advantage

### TUESDAY MAY 11

6:45 am – 7:45 am

Idea Exchange Breakfast

8:00 am – 8:50 am

Concurrent Workshops

9:00 am – 9:50 am

Concurrent Workshops

10:00 am – 11:00 am

General Session:  
SPEAKS 2010: Consumer and Industry Insights  
— A Future Perspective

11:00 am – 12:00 pm

Customer Innovation Zones

12:00 pm – 4:30 pm  
1:00 pm

Exhibit Floor Open  
Technology Tour - On Exhibit Floor

4:00 pm – 5:00 pm

SQF Training Workshop

### WEDNESDAY MAY 12

6:45 am – 7:45 am

Idea Exchange Breakfast

8:00 am – 8:50 am

Concurrent Workshops

9:00 am – 9:50 am

Concurrent Workshops

10:00 am – 11:00 am

General Session:  
Seizing the Mealtime Moment: Encouraging Customers to Eat and  
Cook at Home

11:00 am – 12:00 pm

Customer Innovation Zones  
Supplier Diversity 2010 and Beyond

12:00 pm – 4:30 pm

Exhibit Floor Open

### THURSDAY MAY 13

8:00 am – 9:00 am

General Session:  
Social Media: Customer Advocacy and Its Impact on the Food  
Industry

9:00 am – 12:00 pm

Exhibit Floor Open

12:00 pm – 1:00 pm

General Session:  
The Supermarket: A Strategic Player in Health  
and Wellness