



Conference Schedule

Thursday, August 15, 2019

10:00AM **Welcome & Conference Overview**
Conference Room 11C

11:00AM **Vending → Convenience Services:** The industry is transitioning from traditional vending to convenience services. What does this mean for conventional vending and vending operators? How can Vagabond Members stay ahead of the curve? What happens next to keep our industry relevant?
Conference Room 11C

Synopsis For decades route operators have been able to rely solely on vending machines for business growth but recent studies show that vending itself is declining while OCS, breakroom and markets are on the upsurge. The question most operators face is: HOW? How does an operator expand services to take advantage of growing trends? Does an operator need to abandon vending altogether? NO! Vending is still the foundation of convenience services. Vagabond will help you span the gap—this discussion will set the tone for the remainder of our conference.

Freshman Sessions located in Conference Room 11C

Spanish Sessions located in Conference Room 11B

Sophomore Sessions located in Conference Room 11A

12:00PM **Freshman Session**
Accounts or Routes: How implementing the Locations tools helps you manage your business

Synopsis From assigning routes and accounts to recording fees and charges, using all the fields in Locations helps members organize their operations and build loyalty from their accounts as well as their staff. The data that is entered affects other aspects of the web app, including Schedules and Reports. Setting up each location with accurate and relevant machine information helps members manage all inventory no matter where it's sitting. This session familiarizes members with those often-neglected fields and how to get the most out of the app.

Sophomore Session

What Happened? Returning attendees share the results from their post-conference activity and lessons learned last year.

Synopsis You learned so much last year and what did it get you? Everyone's goal was to implement something from the conference but great plans are often interrupted by cold reality. There are machines to fill, machines to fix, machines to move; customers need help, customers need attention, customers need time; and there's always the day-to-day operations to manage. What worked for you? What didn't? This session will focus on peer-discussions about the progress since last August and set expectations for this year's conference.

1:00PM **Lunch**, provided by vīv Meals

2:00PM **Freshman Session**

Are you kitting me? How to maximize features of Schedules, Warehouse, and Locations

Synopsis Not filling a vending machine up to capacity can be a counter-intuitive exercise but having product expire before selling can damage an operator's business. Assessing suitable levels of product and making the most of each route stop leads operators to greater profits. The session emphasizes how the information entered into Vagabond's system impacts an operator's revenue.

Spanish Session

Are you kitting me? Cómo maximizar las características de los horarios, el almacén y las ubicaciones

Synopsis No llenar una máquina expendedora hasta su capacidad puede ser un ejercicio contraintuitivo, pero tener un producto que expira antes de vender puede dañar el negocio de un operador. Evaluar los niveles adecuados de producto y aprovechar al máximo cada parada de ruta lleva a los operadores a obtener mayores ganancias. La sesión enfatiza cómo la información ingresada en el sistema de Vagabond afecta los ingresos de un operador.

Sophomore Session

1-2-3 Grow! Part 1: What are the steps for onboarding new routes into Vagabond to make growing pains less, well, painful?

Synopsis You've bought another route but how do you get it absorbed into your current operations? Building on 1-2-3 Grow! Part 1, sophomores will review all the aspects of incorporating new routes into the business to reduce or even eliminate disruptions and distractions. This session provides the components to successfully onboard accounts and locations into your operation including adding personnel, restructuring routes for efficient scheduling and reaching out to accounts to determine additional revenue opportunities.

3:00PM **Break**

Vagabond 2019 User Conference

3:15PM Elective: Product Merchandising Conference Room 11C

Synopsis Consumers like what they like. Figuring out what to offer in your vending machine and v̄v market will dramatically increase your revenue. This elective focuses on learning from consumers based on actual purchase history at your machines and markets, and explores ways to introduce higher margin items to increase revenue.

Elective: Marketing Your Brand Conference Room 11A

Synopsis Your brand is one of the most important assets you have and it's absolutely tied to your reputation. Yet most of your customers have no idea who you are beyond the shadows who restock the vending machines occasionally. How does an operator earn brand loyalty? The Vagabond Marketing Team can help you design personalized signs, flyers, and machine wraps with your logo as well as showcase that logo on most v̄v Commerce tiles. This elective also addresses direct marketing and ways to use social media to your advantage.

4:15PM Partner Presentations - Conference Room 11C

5:15PM Rev̄v Your Business: Day-to-day operations can make it difficult to innovate especially when you're a small business. Conference Room 11C

Synopsis Small and medium-sized businesses are often managed by owners who take on additional roles: driver, warehouse staff, bookkeeper, technician. Running a company requires time and energy which are often in short supply. This makes innovating especially difficult and growth becomes non-existent. This session concentrates on the steps owners can take to **rev̄v** their operations by working smarter, not harder.

6:30PM Reception & Dinner, sponsored by v̄v Restaurants (guests invited)

Friday, August 16, 2019

8:30AM Breakfast, sponsored by v̄v Markets

9:00AM Freshman Session Time Management through Scheduling: How the web app's scheduling function affects revenue

Synopsis The Vagabond solution for operators centers on time management. Time is money. Each stop takes time. Packing for a stop takes time. Reducing the time of packing for, driving to, and stocking vending machines affords operators time to increase revenues and grow their businesses. This discussion delves into using scheduling to better service all locations and all business lines (vending, markets, honor boxes, supplies, etc.).

Spanish Session

Gestión del tiempo a través de la programación: Cómo la función de programación de la aplicación web afecta los ingresos

Synopsis La solución Vagabond para operadores se centra en la gestión del tiempo. El tiempo es dinero. Cada parada lleva tiempo. Embalaje para una parada lleva tiempo. Reducir el tiempo de embalaje, manejo y almacenamiento de las máquinas expendedoras permite a los operadores aumentar los ingresos y hacer crecer sus negocios. Esta discusión profundiza en el uso de la programación para brindar un mejor servicio a todas las ubicaciones y todas las líneas de negocios (venta, mercados, cajas de honor, suministros, etc.).

Sophomore Session

1-2-3 Grow! Part 2: How to effectively and efficiently value new vending opportunities such as acquiring additional routes

Synopsis Growth comes from using new technology on new types of connections (like v̄iv for markets or supplies) as well as from buying accounts (and routes) from other operators. How do you value the business to ensure that you aren't overpaying for growth? What questions should you ask about the accounts, the machines, the locations, etc. before inking the deal? Is there a one-size-fits-all solution or do you need to assess on a case-by-case basis? This session provides tips and tools to determine worth before you agree to buy another operator's route/business.

10:00AM Freshman Session

Knowledge is Power: How using reports can make you a better business person

Synopsis Gain a better understanding of the reports available in the web app and how those will support business decisions, including merchandising for local populations, using commissions and revenue sharing to grow account and employee loyalty as well as end-of-year financial statements.

Spanish Session

El Conocimiento es Poder: Cómo usar los informes puede hacerte una mejor persona de negocios

Synopsis Obtenga una mejor comprensión de los informes disponibles en la aplicación web y de qué forma estos respaldarán las decisiones comerciales, incluida la comercialización para las poblaciones locales, el uso de comisiones e ingresos compartidos para aumentar la lealtad de la cuenta y los empleados, así como los estados financieros de fin de año.

Sophomore Session

The “Unsale” Sale: 21st century buyers are the most educated consumers ever. So what's an operator to do?

Synopsis With Google, Alexa and Siri, consumers have reference materials and research capabilities in the palm of their hands. The way consumers buy has changed. They do their own research, determine for themselves and initiate contact when they're ready. Operators need to be able to provide everything an account may need long before it's time for placing a vending machine, micro-market or other v̄iv tile (like Supplies) for them to use. This session presents ways that an operator can “put their best foot forward” in this digital age to earn new business.

11:00AM **Break**

11:15AM **Elective: Drilling into Reports**
Conference Room 11C

Synopsis Knowledge is power but what else is there to know from your Vagabond reports? This elective dives deeper into the reports available and how you can use the data to make strategic decisions about growing your business.

Elective: Product Merchandising
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12:15PM **Lunch, sponsored by v̄iv Food Trucks**

1:15PM **Freshman Session**
Just v̄iv It! Introduction to v̄iv Commerce

Synopsis v̄iv is a mobile ‘payment solution’ designed specifically for “route-based food/beverage and supplies services” organizations. The Vagabond Insight with v̄iv technology for vending is a cost-effective “cashless” option for MDB-capable machines. Consumers use traditional cashless payment options (credit cards, PayPal, Apple Pay, Google Pay, etc.) as part of their individual profiles. The same technology and application is used for buying from unattended markets and ordering office/breakroom supplies. This discussion also touches on the financial implications of using v̄iv in vending, for markets, for supplies, etc.

Sophomore Session

Do More with v̄iv: Beyond vending, markets and OCS, v̄iv is the payments platform for the workplace community. How can operators take advantage of all aspects of v̄iv?

Synopsis Local charities, regional clubs and other organizations benefit from using this low cost payments platform. Small towns with limited restaurant delivery and states with allowances for certain types of delivery all make use of v̄iv. The limits on v̄iv are your imagination (and the law, of course). This session explores how v̄iv is being used by organizations throughout the country and how operators are doing more with v̄iv.

2:00PM **Foundation on Vending: Building on solid ground before moving on**
Conference Room 11C

Synopsis Vending machines aren’t placed in locations in a vacuum (if they were it would be so much easier, right?). As you cultivate relationships at your vending accounts, you’ll be positioned to introduce additional services using the v̄iv technology. This session circles back on how vending is the foundation of convenience services and without a good foundation all buildings fall.

Vagabond 2019 User Conference

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Elective: Technology Forum
Conference Room 11C

Synopsis Everything is app-based by design. From the underlying code of the operator application designed to be 100% mobile to the features of the web app and including v̄iv for all aspects of convenience services, Vagabond's Technology Team focuses on our future. This elective introduces attendees to the infrastructure connecting buyers, sellers and makers under the Vagabond umbrella.

4:00PM **Partner Presentations - Conference Room 11C**

5:00PM **Dinner at the Ballpark**
Guests invited, additional fees apply, signup online for tickets

Saturday, August 17, 2019

8:30AM **Breakfast, sponsored by v̄iv Catering**

9:00AM **Freshman Session**
Making a Market: Using v̄iv to add markets to your operation

Synopsis Markets and pantry services boost revenue when implemented correctly. Determining where to put a market, honor/honesty box, or pantry service is a critical first step but what's the actual financial benefit to selling without a vending machine? How can operators use their account contacts to reduce shrinkage and how does v̄iv work with a traditionally cash-only system or in place of a kiosk? This session concentrates on answering these questions and more, including making markets healthier to increase profits.

Sophomore Session

v̄iv the Future: Exciting things are on the horizon for the convenience services industry especially with v̄iv.

Synopsis The industry is taking notice of v̄iv and all it brings to business. Buyers, sellers and makers are taking advantage of v̄iv's economic and versatile capabilities to bring innovation to their businesses. This session discusses the latest opportunities to participate in v̄iv programs being offered throughout the country.

10:00AM Partner Presentations - Conference Room 11C

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12:00PM Lunch, sponsored by v̄iv Delivery

**1:00PM Pulling It Altogether
Conference Room 11C**

Synopsis Transitioning from vending to convenience services is key to continued success in this industry. The sooner operators are able to adopt technology and broaden their businesses, the sooner they're able to reap the rewards. This session focuses on adding new v̄iv tiles to broaden your business while taking advantage of strategic opportunities and summarizes all sessions to bring it home.

**2:00 PM Final Thoughts & Good-byes
Conference Room 11C**

5:00 PM Optional Dinner, provided by v̄iv Vending

2019 User Conference
sponsored by

