

## **2019 MFHA Member Host Overview**

### **Multicultural Foodservice & Hospitality Alliance (MFHA)**

### **Regional Roundtable Sessions**

#### **Purpose:**

*MFHA's Regional Roundtables are designed to provide access to Cultural Intelligence education, recruiting best practices and community networking that can help improve business results. Open to members and non-members alike, and hosted by MFHA member companies, these sessions provide relevant, cost effective programming across multiple markets. Multicultural community partners will join the discussion and offer insights on how to build talent acquisition relationships at local and regional levels.*

#### **Target Audience:**

Executives, directors, franchisees, general managers, unit managers, recruiters, hiring managers, diversity and HR professionals

#### **Host Company Role:**

1. Provide space, refreshments, technical support, and staff to assist with meeting logistics and on-site support for projected 50 to 75 attendees
2. Designate a lead volunteer to coordinate logistics with MFHA
3. Select the date and time of event with MFHA
4. Help publicize, endorse and invite members and non-members to attend
5. Provide senior level leader for opening remarks

#### **Branding:**

The host company will be branded in MFHA marketing materials, on MFHA's website, in social media, press releases and any other outreach associated with the event.

#### **Why Host?**

- Host company will receive (10) complimentary registrations
- Your company will be branded as a diversity and inclusion leader in our industry and your region
- You can provide meaningful opportunities for employee volunteers to gain leadership development and recognition
- Invite colleagues, clients or minority suppliers to learn and network in a meaningful setting
- Learn directly from peers about recruitment challenges and their Diversity & Inclusion (D & I)/Cultural Intelligence best practices
- Discover possible collaboration opportunities by spending time with peers while networking to build regional D&I relationships

**Cost To Attend:**

\$200.00 for Members, \$250.00 for Non-members. Discounts available for 10 or more seats

**Proposed Agenda**

- 7:30 – 8:00                    **Registration & breakfast**
- 8:00 – 8:15                    **Breakfast speaker**
- Host company CEO or another C-suite executive
  - Welcome the group, talk about the brand, and their D&I commitment/journey
  - Why we support MFHA
- 8:15 – 8:30                    **Recruitment Best Practices**
- 8:30 – 9:15                    **Presentation – Options:**
- **Understanding How Unconscious Bias Impacts Recruitment**
  - **De-escalation Tactics for a 21<sup>st</sup> Century Workplace**
  - **Customer Service in a Multicultural Marketplace**
  - **Community Partners Panel –Building A Sustainable Talent Pipeline Through Community Engagement**
- 9:30 – 11:00                    **Networking Exercise & Recruitment Roundtable discussions - report outs**
- 11:00 – 11:30                    **Review, summary, comments and next steps**
- 11:30 – 11:45                    **Sponsor and MFHA Closing**

**Adjourn**

**For More Information on Hosting Contact Staff Lead:**

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