



**FEBRUARY 7, 2017
SUPPLIER NETWORK
HAS CRACKED THE CODE
Unveiling of McDonald's US
Marketing**

If you have always wanted to know the answers to these questions, the time has finally come. Director of McDonald's US Marketing, Michael Joiner, will take us through the evolution of the promotional calendar, as well as the creation of the Big Mac event launching now. This webinar will allow the supplier community to work to see if there are ways that we can support or impact in a positive way what McDonald's promotes.

How is the marketing calendar developed?

How are promotions determined and what is the process from start to finish?

How can suppliers impact the marketing calendar?

EVENT DETAILS

FEBRUARY 7TH, 2017
10:00AM – 11:00AM (cst)

WEBINAR

INFORMATION
WILL BE SENT OUT
POST REGISTRATION