

Propel Multi Club

Prospering in the new reality



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MILLENNIUM GLOUCESTER HOTEL, LONDON KENSINGTON: THURSDAY 20 MARCH 2025

Operators of multi-site hospitality companies can book two free places each, or operators who are Premium subscribers can claim up to four free places, by emailing: kai.kirkman@propelinfo.com

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SPEAKER SCHEDULE

9.00am-10.00am: Registration and coffee

10.00am-10.30am: Mark Stretton, chief executive of Fleet Street Communications, talks about the importance of public relations and reputational management in the current challenging environment.

10.30am-10.50am: Maria Vanifatova, founder of Meaningful Vision, looks at where the growth is in the UK market – and where the opportunities are looking ahead.

10.50am-11.10am: Graeme Smith, managing director AlixPartners, examines the sector's investment landscape, which concepts are generating the most interest from buyers, and where the buyers are coming from.

11.10am-12.10pm: ONES TO WATCH:

11.10am-11.30am: Phil Honer and Eleanor Warder, co-founders of Atis, discuss the creation and development of the London-based salad concept, and how a recent £8m funding round will mean that 2025 is set to a transformational year for the business.

11.30am-11.50am: Anthony Murphy, co-founder of Beefy Boys, talks about going from representing the UK at World Food Championships in Las Vegas to publishing a cook book, whilst expanding a regional, award-winning burger business in between.

11.50am-12.10pm: Elizabeth Stanway, founder of Treetop Golf, discusses the rise of the immersive mini golf concept that is proving a hit with families, and how it plans to continue to stand out in the increasingly crowded competitive socialising sector.

12.10pm-1.10pm: Lunch

1.10pm-1.30pm: Power to the marketers: Dan Brookman, founder of Airship Toggle, looks at the fundamental criteria that proves the power of marketing with case studies and real-life examples of success.

1.30pm-2.00pm: Chris Stagg, the former Brunning & Price director and current managing director at Peach Pubs, discusses improving, maintaining and optimising a premium, food-led pub offer across multiple sites.

2.00pm-2.30pm: Francesco Arcadio, managing director of dessert brand Kaspas, talks about how the business has grown to more than 100 UK sites since launching in 2013 and has a long-term target of 500 locations here.

2.30pm-3.00pm: Coffee Break

3.00pm-3.30pm: Wingstop UK chief executive Chris Sherriff discusses the rise of the US chicken concept in the UK, how it has tapped into the needs of the Gen Z consumer, its marketing strategy and its plans for further growth.

3.30pm-4.00pm: Thomas Heier, chief executive of Wagamama, on the evolution of the sector-leading brand, its relationship with consumers, including its loyalty scheme, what levers it can still pull in respect of marketing, location and offer.

4.00pm-4.30pm: Kate Wilton, managing director of Banana Tree, discusses the evolution of the fast-casual pan-Asian brand, why it is the "shining light" in the Big Table Group portfolio and playing a key role in the growth of Asian cuisine across the UK's eating-out market.

4.30pm-5.00pm: Shamil Thakrar, co-founder of the award-winning Dishoom, talks to Propel's Mark Wingett about 15 years of Dishoom, how the business and his leadership has evolved, how it has kept the connection with employees and consumers relevant and strong, and how it plans to keep the "secret sauce" in the company as it looks to take its first steps internationally.

5.00pm-5.30pm: Panel – Competitive socialising: Tim Wilks, founder of Lane7, Tom Snellock, founder of Clays, Richard Beese, co-founder of We Do Play, Lisa Boden Shah, partner at Edition Capital, and Juliette Keyte, marketing director at Red Engine, discuss where the fast-growing sector goes from here, what bumps in the road it will face and how consumers use their concepts is evolving.

5.30pm: Crunchtime are hosting a happy hour at conference close at the Hereford Arms, 127 Gloucester Road.

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