



learn 2022

FEDA DATA REPOSITORY TRAINING

JANUARY 18-20, 2022 • ONLINE EVENT

Tuesday
10:30 a.m. to 3:00 p.m. CST
Wednesday
10:30 a.m. to 2:30 p.m. CST
Thursday
10:30 a.m. to 12:30 p.m. CST

Learn 2022 Pricing

Registration: December 23, 2021 through January 14, 2022

Complimentary Registration for Manufacturers and Member Distributors - \$0.00

Learn 2022 Schedule

TUESDAY — JANUARY 18, 2022

10:30 A.M. TO 10:40 A.M. CST WELCOME AND OPENING REMARKS



The purpose of FEDA's Data Governance and Quality Project is to ensure that FEDA dealer members have transparent and affordable access to quality product data that meet uniform standards established by FEDA, as guided by distributor and manufacturer needs. FEDA Board Chairman Michael Keck and FEDA member and key project contributor Brad Pierce will provide an overview of the day's sessions and their relevance to dealers, manufacturers and the industry as a whole.

Michael Keck
FEDA Board of Directors
Concept Services



Brad Pierce
Restaurant Equipment World



Sponsor
David Greene
DDI System



10:45 A.M. TO 12:00 P.M. CST FOR MANUFACTURERS: The Product Glossary with Discussion and Q&A



The product glossary serves as the starting point for using the information on the FEDA Data Repository. This session, led by Infoverity's Joe Leithauser and Norman Mackay, will teach participants how to understand all the attributes available for a product – from pricing and shipping weight to what kind of door it uses – and how to input those attributes in compliance with FEDA's new data governance standards. Manufacturers will also practice reconciling their existing product database to more easily upload information to the repository.

Joe Leithauser
Infoverity



Norman Mackay
Infoverity

Facilitator Brad Pierce

10:45 A.M. TO 12:00 P.M. CST FOR DEALERS: Using and Exporting Product Data with Discussion and Q&A



To take advantage of the product information stored in the FEDA Data Repository, dealers must first download that data. This session, led by Rich Walsh and Alex Strebeck of BIRD Analytics, will teach dealers how to query and extract product data from the repository, how to sort that information and how to handle error messages.

Rich Walsh
BIRD Analytics



Alex Strebeck
BIRD Analytics

Facilitator Michael Keck

Learn 2022 Schedule

12:30 P.M. – 1:00 P.M. CST

BREAK

1:00 P.M. TO 2:00 P.M. CST

FOR MANUFACTURERS: Uploading Product Data with Discussion and Q&A

Uploading data through a CSV file is a straightforward way for manufacturers to add their product information to the FEDA Data Repository. This session, led by Rich Walsh and Alex Strebeck from BIRD Analytics, will use sample uploads and templates to walk manufacturers through every step of the process, from creating the CSV file to uploading it to the repository. It will also cover how manufacturers can upload via API, as well as update previously uploaded data and review product information for accuracy.

Rich Walsh and Alex Strebeck, BIRD Analytics

Facilitator Michael Keck

1:00 P.M. TO 2:00 P.M. CST

FOR DEALERS: The Product Glossary Overview with Discussion and Q&A

This session, led by Infoverity's Joe Leithauser and Norman Mackay, will familiarize dealers with the key elements of the product glossary and how the new data attributes, designed with dealer input, support and enhance dealer sales and marketing needs.

Joe Leithauser and Norman Mackay, Infoverity

Facilitator Brad Pierce

2:00 P.M. TO 3:00 P.M. CST

FOR MANUFACTURERS: Open Hours

For manufacturers who have unique complexities that require more granular training, the Learn 2022 conference will include open hours with the FEDA Data Repository project team. Suppliers can use this time to work with project staff directly about any specific questions or challenges they are having, including using the product glossary or troubleshooting linking their technologies to work with the database.

Norman Mackay, Infoverity

2:00 P.M. TO 3:00 P.M. CST

FOR DEALERS: Open Hours

For dealers who have specific questions or feedback on the repository, the Learn 2022 conference will include open hours with the FEDA Data Repository project team. Dealers can use this time to work with project staff directly about any individual company needs or challenges.

Rich Walsh and Alex Strebeck, BIRD Analytics

Joe Leithauser, Infoverity

WEDNESDAY — JANUARY 19, 2022

10:30 A.M. TO 10:40 A.M. CST

DAY TWO OVERVIEW

Michael Keck and Brad Pierce summarize the previous day's sessions and outline Wednesday's sessions.

Michael Keck

FEDA Board of Directors

Concept Services

Brad Pierce

Restaurant Equipment World

10:45 A.M. TO 12:00 P.M. CST

FOR MANUFACTURERS AND DEALERS: FEDA Data Repository Roadmap

Although the focus of Learn 2022 is on training, this session will give attendees a glimpse at the next stages for the repository – and the opportunity to participate in this planning. FEDA consultants and staff will present a roadmap for the database and will review a list of enhancements to the platform that are up for consideration based on user feedback.

Rich Walsh and Alex Strebeck, BIRD Analytics

Joe Leithauser and Norman Mackay, Infoverity

Facilitators Michael Keck and Brad Pierce

Learn 2022 Schedule

12:00 P.M. TO 1:00 P.M. CST BREAK

1:00 P.M. TO 2:30 P.M. CST

FOR MANUFACTURERS: Open Hours

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Norman Mackay, Infoverity

1:00 P.M. TO 2:30 P.M. CST

FOR DEALERS: Open Hours

For dealers who have specific questions or feedback on the repository, the Learn 2022 conference will include open hours with the FEDA Data Repository project team. Dealers can use this time to work with project staff directly about any individual company needs or challenges.

Rich Walsh and Alex Strebeck, BIRD Analytics

Joe Leithauser, Infoverity

THURSDAY — JANUARY 20, 2022

10:30 A.M. TO 10:40 A.M. CST

DAY THREE OVERVIEW

Michael Keck and Brad Pierce summarize the previous day's sessions and outline Thursday's final day of sessions.

Michael Keck

FEDA Board of Directors

Concept Services

Brad Pierce

Restaurant Equipment World

10:45 A.M. TO 11:30 A.M. CST



FOR MANUFACTURERS: Posting Your Product Videos in the Data Repository

The data repository's product search page will include access to FEDA's Video Marketing Center, which enables manufacturers to load product videos and supplemental information for dealers to use for marketing to end-users and training their sales teams. This session will teach suppliers how to expand their distribution of product information for dealers through this new feature.

Shared Session Facilitators

Joe Wright, Access Mobility 24

Brad Pierce, Restaurant Equipment World

10:45 A.M. TO 11:30 A.M. CST

FOR DEALERS: Using Videos Posted in the Data Repository to Sell Products and Train Your Sales Teams

The data repository will soon include access to FEDA's Video Marketing Center, which allows dealers to select from a database of manufacturer product videos to easily create branded campaigns for marketing and training staff. This session will demonstrate how dealers can access and use this new feature of the FEDA Data Repository

Shared Session Facilitators

Joe Wright, Access Mobility 24

Brad Pierce, Restaurant Equipment World

Learn 2022 Schedule

11:30 A.M. TO 12:30 P.M. CST

FOR MANUFACTURERS: Open Hours

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Norman Mackay, Infoverity

11:30 A.M. TO 12:30 P.M. CST

FOR DEALERS: Open Hours

For dealers who have specific questions or feedback on the repository, the Learn 2022 conference will include open hours with the FEDA Data Repository project team. Dealers can use this time to work with project staff directly about any individual company needs or challenges.

Rich Walsh and Alex Strebeck, BIRD Analytics

Joe Leithauser, Infoverity

12:30 P.M. CST

TRAINING ENDS
