



**FOR IMMEDIATE RELEASE:**

**TOTALLY REDESIGNED FLORIDA RESTAURANT & LODGING SHOW TO BE HELD  
NOVEMBER 1-3 AT THE CARIBE ROYAL ORLANDO**

*Registration Now Open for Conference and Trade Show at  
[www.flrestaurantandlodgingshow.com](http://www.flrestaurantandlodgingshow.com)*

**ORLANDO, FL, September 7, 2022** – Registration is now open for the all-new [Florida Restaurant & Lodging Show](#) (FRLS) to take place November 1-3, 2022 at the Caribe Royale Resort in Orlando, Florida. Education will be a key component of this new event with leading subject matter experts providing relevant content in four brand new Education Summits focused for independent operators, multi-unit and chain operators, foodservice and technology solutions. There will also be pre-conference workshops, that delivers a deeper dive into the most critical topics for lodging industry professionals, along with a Restaurant Inflation (Recession) Battle Plan. Topics to be covered throughout the education program will include technology, trends and hot concepts, HR/staffing, marketing, operations, financing/budgeting, leasing, menu, legal/compliance, private label, health/healthy food products, wellness, sustainability, etc.

“We are looking forward to bringing the industry back together in an all-new environment. We know the needs of a hospitality provider differ depending on the type of business it is. The new Education Summits will be offering timely content for Independent Restaurants, Multi-Unit/Chains, Business & Institutional Foodservice & Lodging, and Technology,” explained said Rita Ugianskis, Vice President, Clarion Events Food & Beverage Group. “We invite industry professionals to take advantage of our advanced discounted rates for our Full Event Pass and register before October 31, 2022. This option provides the attendee with the full event experience including education, exhibits, and networking functions.”

The event will kick off on Tuesday, November 1 from 2:00 – 4:00 pm with two pre-conference workshops. One will be on *Restaurant Inflation (Recession) Battle Plan* presented by Donald Burns, Founder & CEO, The Restaurant Coach. The second will be Lodging Summit presented by the Florida Restaurant and Lodging Association where industry-leading experts will discuss all things relating to the lodging industry with resources and insights to successfully run an establishment.

On Wednesday, November 2 and Thursday, November 3 there will be four Education Summits offering dozens of sessions. While the education program is organized into Summits, participants are free to select from content across all Summits – ensuring participation in sessions that meet their needs, regardless of business type. For details about the full program, [click here](#).

- The **Independent Operators Summit** will offer leading subject matter experts will dive deep into important topics focused on inventory management and pricing; strategizing how to keep customers coming back to staffing, hiring, and training. Sessions will include *Hacking the New Normal*, *How to WIN the Hiring Game*, *Leasing Restaurant Space*, *Crafting Culture*, *Solving the Time Problem*, *Maintaining Quality with Recessionary and Inflationary Pressures*, and more.
- The **Multi-Unit and Chain Operator Summit** - The education will focus on researching in-house vs. third-party delivery, ghost and virtual kitchens, how to leverage customer data, sourcing and retaining talent, and more. Sessions will include *Six Marketing Mistakes*, *Restaurant Leadership Post Covid*, *Controlling the Domino Effect*, *Beyond Avocado Toast – Wake up any Menu*, *How to Increase Profits*, and more.
- The **Foodservice Summit** - Looking to better address micro-markets or menu variety, foodservice or dietary needs feeding those in educational, medical, corporate or lodging dining environments, this program will provide the answers. Sessions will focus on *Hemp-The New Green*, *Including Affordable Menu Items in Foodservice*, *Schools and Institutions*, *Best Practices in Lodging Post-Pandemic*, *Women in Hospitality*, *The Beverage Edge* and more.
- Hear from leading technology experts in the **Technology Summit** providing dedicated educational offerings addressing the needs to navigate today's technology landscape – from mobile payments to delivery and ghost kitchens, AI and machine learning, and building an effective tech stack, and more. The sessions will include *The State of Technology in Food & Beverage*, *Collecting Guest Data to Drive Revenue*, *Digital Table Touch Secrets*, *the State of Off-Premise Ordering* and more.

The expo hall will offer a diverse and curated collection of products and services, high production demonstrations, competitions and awards, wine & spirits, and much more. Special events will include a breakfast keynote, general session, lunches with peer-to-peer networking, receptions, awards, fundraiser and through separate registration, the FRLA Gala.

**Registration is now open at - <https://www.flrestaurantandlodgingshow.com/>. Full Event Pass registration is recommended to participate in the full event experience, including education, exhibits, and networking meals.** Advanced registration discounts are available until October 31, 2022, with the Full Event Pass available for \$300, Exhibit Hall only passes for \$50, and pre-conference workshops for an additional \$79. All pricing goes up to \$350, \$75 and \$99 respectively on-site. FRLA Members receive a 20% discount off Full Event registrations, and up to three free Exhibits only passes. To receive member benefits, please be sure to register using an FRLA Member ID number on the first page.

The Florida Restaurant & Lodging Show is sponsored by [The Florida Restaurant and Lodging Association](#) (FRLA), Florida's premier non-profit hospitality industry trade association. Founded in 1946 as the Florida Restaurant Association, FRLA merged with the Florida Hotel and Motel Association in 2006. FRLA's more than 10,000 members include independent hoteliers and restaurateurs, household name franchises, theme parks and suppliers. The association's mission is to protect, educate and promote Florida's \$111.7 billion hospitality industry which represents 1.5 million employees. Dedicated to safeguarding the needs of the membership, FRLA provides legislative advocacy to ensure the voices of its members are heard and their interests are protected. The association offers regulatory compliance and food safety training through [SafeStaff®](#) and FRLA's subsidiary, [RCS Training](#). The FRLA [Educational Foundation](#) provides industry-developed, career-building high school programs throughout the state.

**About Clarion Events:** Clarion Events operates over 180 events in 50 countries from 15 offices in the UK, the US, South Africa, Brazil, Germany, Singapore, UAE, Indonesia, Hong Kong, and the Netherlands. Clarion can trace its roots back to 1947 and takes great pride in being one of the oldest independent event organizers in the UK. More recently the firm has developed an international portfolio of brands and now has interests in a number of global vertical industries including energy, security and defense, hospitality, electronics, technology, fashion, retail, gaming and marketing. The teams at Clarion create uniquely effective and stimulating environments that can serve as a platform to build businesses, enhance customer relationships and accelerate product awareness. [us.clarionevents.com](http://us.clarionevents.com).

###

**For Further Information, Contact:**

Amy Riemer, Media Relations Representative  
978-475-4441 (office) or 978-502-4895 (cell)  
[amy@riemercommunications.com](mailto:amy@riemercommunications.com)

To register for press credentials, [click here](#).

