



WHERE THE GLOBAL PET FOOD INDUSTRY
DOES BUSINESS

Kansas City Convention Center, Kansas City, Missouri, USA

INDUSTRY NEWS ALERT

Petfood Forum 2020 features a dynamic keynote, concurrent sessions, roundtable discussions and more

Kansas City, Missouri – January 21, 2020 – [Petfood Forum](#), the global pet food industry’s unique and must-attend conference and exhibition, includes a three-day agenda packed with education and exclusive networking. Highlights include a keynote presentation from a world-renowned consumer packaged goods (CPG) expert, three general sessions, multiple roundtable discussions and concurrent session tracks. Petfood Forum is scheduled for April 27-29, 2020 in Kansas City, Missouri, USA, with super early bird savings available now.

“Petfood Forum presents educational opportunities for pet food professionals of all levels and skill sets,” said Debbie Phillips-Donaldson, editor-in-chief of Petfood Industry. “The 2020 edition will incorporate many of the educational features that have made the event well-attended in the past plus include many new components.”

Bonin Bough, a marketing and brand expert, will provide the opening keynote presentation during the morning of April 28. Bough will present on the concept of hacking your business, or “Hackonomy,” and demonstrate how to create value for your business by breaking down your brand and then rebuilding it. Bough currently runs Bonin Ventures, a growth accelerator that assists businesses to achieve faster revenue growth.

In addition to Bough’s keynote presentation, the conference includes three general sessions providing insights on emerging trends, consumer purchasing behavior and canine dilated cardiomyopathy (DCM). The 2020 program also consists of four concurrent session tracks on ingredients, nutrition and market trends, safety and technology. CBD, sustainability and microbiome will be the topic of discussion during various roundtables.

New in 2020, Petfood Essentials will take place the day prior to the commencement of Petfood Forum on April 27. This new interactive pre-con offers an overview of two of the most essential areas of dry pet food: production and safety.

Attendees will also have numerous opportunities to network and conduct business with over 350 supplier companies on the expanded exhibit hall floor, during nightly receptions and through the connect feature on the Petfood Forum app.

[Super early bird registration](#) is available until January 31, 2020 and provides attendees with the option to save up to \$700.

For more information about the 2020 Petfood Forum visit, www.PetfoodForumEvents.com.

About Petfood Forum & Petfood Industry

Petfood Forum is organized and hosted by [Petfood Industry](#). Both are owned by [WATT Global Media](#). WATT Global Media grows agrifood and pet food businesses with proven results for over 100 years. Access the market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets. With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels.

Powered by Petfood Industry: EVENTS • DIGITAL • PUBLICATIONS

Petfood Forum | Petfood Innovation Workshop | Petfood Forum Europe | Petfood Forum China

Petfood Forum Asia | Petfood R&D Showcase | Petfood Industry | Petfood Industry News

Petfood Industry Trending Topics Weekly | PetfoodIndustry.com

PetfoodIndustry