



## LEADCON 2021

### MEETING AGENDA

Wednesday May 19th

- 8:00am - 8:30am - Registration
- 8:30am - 8:45am - Introduction & Opening Remarks - Tony Hoty
- 8:45am - 9:30am - The Pillars of Winning Cultures in Home Remodeling - Tony Hoty
- 9:30am - 10:00am - Pillar #1 - Philosophies That Transcend - NBA Star - Pat Burke
- 10:00am - 10:30am - Pillar #1 - Philosophy - Mindset - Shark Tank's - Joe Altieri
- 10:30am - 10:45am - Morning Break
- 10:45am - 11:30am - Pillar #2 - People - Recruiting & Hiring - Chris Williamson
- 11:30am - 12noon - Pillar #3 - Process - Tim Musch - MarketSharp
- 12noon - 1:00pm - Lunch
- 1:00pm - 1:45pm - Pillar #3 - Process - Inbound / Outbound Calling — Megan Beattie
- 1:45pm - 2:15pm - Pillar #3 - Process - Lead Conversion - Active Prospect
- 2:15pm - 2:45pm - Pillar #3 - Process - Repeat Referral Review - Briank Kaskavalciyan
- 2:45pm - 3:00pm - Afternoon Break
- 3:00pm - 3:30pm - Pillar #3 - Process - Leave the Magic to the Professionals
- 3:30pm - 4:15pm - Pillar #3 - Process - Post Installation Visits - Kyle Powers
- 4:15pm - 5:00pm - Pillar #3 - Process - Pay For Performance - Tony Hoty

**7:00pm - 10:00pm - Eat, Drink, Network, Share, Talk-Shop, Enjoy, Unwind.**



## LEADCON 2021

### MEETING AGENDA

Thursday May 20th

- 8:00am - 8:30am - Network / Mingle / Visit Sponsor Exhibits
- 8:30am - 8:45am - Welcome - Opening Remarks - Wednesday Takeaways
- 8:45am - 9:30am - Pillar #3 - Process - Consumer Communication - Mark Highbaugh
- 9:30am - 10:15am - Pillar #3 - Process - Employee Accountability - CEO John Anglis
- 10:15am - 10:30am - Morning Break
- 10:30am - 11:00am - Pillar #3 - Process - Internet Conversion - Bryan Behan
- 11:00am - 11:30am - Pillar #1 #2 #3 - Ask The Expert - CEO Panel
- 11:30am - 12noon - Pillar #3 - Process - Succeeding with Television - Ron Jumper RSA
- 12Noon - 1:00pm - Lunch
- 1:00pm - 1:20pm - Pillar #3 - Process - Succeeding with Radio - Richard Oatman
- 1:20pm - 1:40pm - Pillar #3 - Process - Nebulous Lead Generation - Frank Farmer
- 1:40pm - 2:10pm - Pillar #3 - Process Presenting Payment Options - GreenSky
- 2:10pm - 2:30pm - Inbound Call Process - Roll Play & Competition
- 2:20pm - 2:40pm - Event Marketing Process - Roll Play & Competition
- 2:40pm - 3:00pm - Canvassing Process - Roll Play & Competition
- 3:00pm - Prizes - Awards - Closing Remarks

\*\*\*\* Agenda Subject To Change Based Speakers Travel Schedules & Other Extenuating Circumstances \*\*\*\*