

Below is a general outline. This is not the formal agenda. Times & topics subject to change.

Day 1

8:30am - Introduction - Opening Remarks

9:15am - Leadership - Guest Speaker

10:00am - Relentless Reputation Management - Tony Hoty

10:45am - Break

11:00am - Call Center Excellence - Megan Beattie

12:15pm - Lunch

1:30pm - Customer Care / Installation Marketing - Tony Hoty

2:15pm - Event Marketing - Megan Beattie

3:00pm - Break

3:15pm - Spectacular Sponsorship Programs - Richard Begalla

4:00pm - Finance Panel of Experts - Creative Financing

4:30pm - Guest Speaker - Converting Nebulous Leads

5:00pm - Conclude

Day 2

8:30am - Welcome, Recap - Take a ways

8:45am - Door to Door Canvassing in 2024

9:30am - Recruiting Marketers - Chris Williamson

10:15am - Break

10:30am - Retail Store Marketing Opportunities

11:15am - Outbound Calling & Marketer Accountability

12:00pm - Lunch

1:30pm - Dynamic Direct Mail Campaigns

2:15pm - Technology Panel

2:45pm - Closing Remarks

3:00pm - Conclude