



LeadCon 2018

MEETING AGENDA

Tuesday May 15th

- 8:00am - 8:30am - Registration
- 8:30am - 8:45am - Welcome - Opening Remarks - Four P's for Success
- 8:45am - 9:15am - First P For Success - Marketing Philosophy - Tony Hoty
- 9:15am - 9:45am - Second P For Success - People - Recruiting - Tony Hoty
- 9:45am - 10:30am - Second P For Success - People - Hiring - Bob Quillen
- 10:30 - 10:45am - Morning Break
- 10:45 - 11:00am - Third P For Success - Process - Tony Hoty
- 11:00 - 11:30am - Third P For Success - Repeat / Referral Process - Brian K
- 11:30 - 12noon - Third P For Success - Process - Leadership - Zac Kerr
- 12:00 - 1:00pm - Lunch
- 1:00pm - 1:30pm - Third P For Success - Process - Event Marketing - Tony Hoty
- 1:30pm - 2:00pm - Third P For Success - Process - Event Marketing - Megan McGuire
- 2:00pm - 3:00pm - Third P For Success - Process - Fundamentals - Tony Hoty
- 3:00pm - 3:15pm - Afternoon Break
- 3:15pm - 4:00pm - Third P For Success - Process - Sales Process - John Anglis
- 4:00pm - 4:30pm - Third P For Success - Process - Selling Financing - Jason Kornis
- 4:30pm - 5:30pm - John Davis - The Corporate Action Hero - Action Creates Momentum



LeadCon 2018

MEETING AGENDA

Wednesday May 16th

- 8:00am - 8:30am - Network / Mingle / Visit Sponsor Exhibits
- 8:30am - 8:45am - Welcome - Opening Remarks - Tuesday Takeaways
- 8:45am - 9:15am - Process Continued - Lead Nurturing Process - Tim Musch
- 9:15am - 9:45am - Process Continued - Website Conversion - Bryan Behan
- 9:45am - 10:30am - Process Continued - Text To Increase Conversion - Mark Highbaugh
- 10:30 - 10:45am - Morning Break
- 10:45 - 11:30am - Process Continued - Calling Process - Jack Price & Tony Hoty
- 11:30 - 12Noon - Process Continued - Paid Search - Dan Hamilton
- 12Noon - 1:00pm - Lunch
- 1:00pm - 1:20pm - Process Continued - Chat Conversion - Kenneth Lee & Tim Byland
- 1:20pm - 1:40pm - Process Continued - Review Acquisition - Brian Broe
- 1:40pm - 2:00pm - Process Continued - Media - Ron Jumper
- 2:00pm - 2:30pm - The Final P For Success - Products - Intro to Product Sponsors
- 2:30pm - 3:30pm - Smash The Box!!! - Author / Speaker Chad J. Willet

**** Agenda Subject To Change Based Speakers Travel Schedules ****