

# EDUCATION AND EVENT SCHEDULE

SATURDAY, JANUARY 4, 2020

Time	 BEGINNER SALES SUCCESS	 ADVANCED SALES SUCCESS	 SOCIAL MEDIA & MARKETING	 ENTREPRENEUR'S ESSENTIALS
Sponsor	 <b>Fields</b> <small>service   quality   commitment</small>	 <b>Fields</b> <small>service   quality   commitment</small>		
9 a.m.-9:50 a.m.	 <b>How to Get the Most Out of Your Trade Show Experience</b> Matthew Cohn, ASI			 <b>LUNGSAL</b> Sponsored by: Lungsals, asi/68190
10 a.m.-10:50 a.m.	<b>Fantastic Follow-Up: Convert Leads Into Sales &amp; Customers Into Fans</b> Liz Wendling, Insight Business Consultants <b>W101</b>	<b>Ten Secrets to Small-Business Success &amp; Profitability</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu <b>W102</b>	<b>Implement a Video Strategy to Get More Prospects</b> Marki Lemons-Ryhal, ReMarkiTable, LLC <b>W103</b>	<b>"Waste Money" to Make Money: Investing in Opportunity</b> Jeff Shavitz, Merchant Advocate Ventures <b>W104</b>
11 a.m.-11:50 a.m.	<b>The Elements of Sales: Expert Tips to Build Your Business</b> Conrad Franey, Elements of Success Consulting Group <b>W101</b>	<b>Five Keys to Evict Negative Thinking: Change Your Life &amp; Grow Your Sales</b> Kathleen Ronald, Speaktacular <b>W102</b>	<b>LinkedIn Basics: Set Yourself Up to Succeed</b> Jay Busselle, Equipment Zone <b>W103</b>	<b>Insider Strategies to Achieve Million-Dollar Success</b> Greg Muzzillo, Proforma <b>W104</b>
12 p.m.-12:50 p.m.	<b>Close the Deal With a Polished Presentation</b> Johnny Campbell, Promotional Product Profits <b>W101</b>	<b>Start a Conversation, End With a Sale: How to Sell the Way People Buy</b> Liz Wendling, Insight Business Consultants <b>W102</b>	<b>Maximize Your Company's Presence &amp; Leads With Instagram &amp; IGTV</b> Marki Lemons-Ryhal, ReMarkiTable, LLC <b>W103</b>	<b>Uncover the Top 10 Hidden Fees of Credit Card Processing</b> Jeff Shavitz, Merchant Advocate Ventures <b>W104</b>
1 p.m.-2:30 p.m.	 <b>Meet the Experts Lunch</b> This event is first come, first served – or you can purchase a \$10 ticket in Registration to reserve your seat. See ad on page 15.			1 p.m. - 2 p.m. <b>Expect the Unexpected: How You &amp; Your Company Can Survive &amp; Thrive During a Crisis</b> Melanie Sibbitt, Two Crazy Ladies Inc. <b>W104</b>
2:40 p.m.-3:20 p.m.	<b>Sales Lessons From Rebel Leaders, Master Storytellers &amp; Fringe Creatives</b> Jake Krolick, ASI <b>W101</b>	<b>Clutteronomics: Clear Your Way to Profits, Productivity &amp; Peace</b> Kathleen Ronald, Speaktacular <b>W102</b>	<b>LinkedIn in Depth: Increase Your Leads &amp; Engagement</b> Jay Busselle, Equipment Zone <b>W103</b>	<b>The Lost-Client Recovery Plan: Tactics to Win Them Back</b> Johnny Campbell, Promotional Product Profits <b>W104</b>
3:30 p.m.-4:10 p.m.	<b>The Power of Gratitude: Boost Your Business &amp; Your Bottom Line</b> Melanie Sibbitt, Two Crazy Ladies Inc. <b>W101</b>	<b>How Well Is Your Sales Portfolio Performing?</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu <b>W102</b>	<b>Create Your Social Media Marketing Planner</b> Marki Lemons-Ryhal, ReMarkiTable, LLC <b>W103</b>	<b>The Elements of Leadership: Building Rapport, Performance &amp; Profits</b> Conrad Franey, Elements of Success Consulting Group <b>W104</b>
4:20 p.m.-5 p.m.	<b>Avoid the Seven Deadly Sins of Business Networking</b> Kathleen Ronald, Speaktacular <b>W101</b>	<b>Differentiate in a Crowded Marketplace &amp; Outsell the Competition</b> Liz Wendling, Insight Business Consultants <b>W102</b>	<b>Understanding &amp; Reaching the Millennial Buyer</b> Johnny Campbell, Promotional Product Profits <b>W103</b>	<b>Prosperity After Adversity: Your Mindset Makes the Difference</b> Will Knecht, Wendell August Forge <b>W104</b>
5 p.m.-6 p.m.	 <b>New Product Preview Reception</b> See ad on page 15.			<b>W308</b>
6 p.m.	 <b>Dutch Treat Dinner</b> Dine and network with other show attendees. This dinner is not hosted by ASI Show and will be first-come, first-served. Seating is subject to availability. <b>Dutch Treat = Pay Your Own Way</b>			<b>Maggiano's, 9101 International Drive, Orlando FL</b>



Get full course descriptions and create your personal schedule in the ASI Show Orlando mobile app.

 GIFT IT: BRANDS, REWARDS & RECOGNITION	 EXPERT ADVICE	 GRAPHIC DESIGN & PRODUCT DECORATION	 MULTI-DECORATION DESIGN & PRODUCTION	 BUSINESS-BUILDING FUNDAMENTALS
			Digital Art Solutions 	
Getting Started With Gifts: Grow Your Business Through Rewards & Incentives Barb Hendrickson, Visible Communication <b>W106</b>		<b>10 a.m. - 11:20 a.m.</b> Win More Sales: Elevate Your Clients' Branded Apparel With Heat Printing Rachel Sennett & Alison Zuccaro, Stahls'	<b>W108</b> Multi-Decoration Apparel: Maximize Profit With a Vinyl Cutter & Heat Press Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> What Your Competition Doesn't Want You to Know About Sales & Marketing (Beginner) Don Burbach, ASI
The Power of Partnership: How Incentive & Gift Suppliers Can Help Your ROI Barb Hendrickson, Visible Communication, & Panel <b>W106</b>		<b>W105</b> <b>11:30 a.m. - 12:50 p.m.</b> Make Your Webstores More Profitable With Heat Printing Rachel Sennett & Alison Zuccaro, Stahls'	<b>W108</b> Rhinestone Multi-Decoration: Producing & Selling Unforgettable Apparel Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> Secrets to Successful SEO, Social Media & Email Marketing (Advanced) Abby Koss, ASI
Learn From the Best: Discover How Distributors Are Profiting From Gifts & Incentives Barb Hendrickson, Visible Communication <b>W106</b>		<b>W105</b>	<b>W108</b> Be Your Own Designer: Producing Customized Apparel Graphics Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> Go Beyond the Search & Get More Out of ESP (Beginner/Intermediate) Mike D'Ottaviano, ASI
<b>Meet the Experts Lunch</b> This event is first come, first served – or you can purchase a \$10 ticket in Registration to reserve your seat. See ad on page 15.				<b>W107</b> Four Easy Ways to Improve Your ESP Website (Intermediate/Advanced) Joan Miracle, ASI
	Understanding Company Stores & Fulfillment Operations: 6 Ways to Enhance Your Business Laura Harper, Xpedite Fulfillment <b>W106</b>	<b>2:40 p.m. - 4:10 p.m.</b> Adobe Illustrator: Creating Vector Artwork for Imprinting Steve Oswald, ASI <i>(We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.)</i>	<b>W108</b> Improve Your Apparel Graphics to Improve Your Bottom Line Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> Connect With Your Customers Using Video (All Levels) Joe Haley, ASI
	Promote Your Business on Facebook & Instagram: Finding & Attracting New Clients Abby Koss, ASI <b>W106</b>	<b>W105</b>	<b>W108</b> The Ultimate Sales & Marketing Tips for Decorated Goods Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> Top Markets & Products You Should Be Selling Now (All Levels) Michelle Castells, ASI
	Keep Your Brand Strong With an Annual Checkup Jay Busselle, Equipment Zone <b>W106</b>	<b>W105</b> Adobe Illustrator and Photoshop: Bitmap Images & Vector Tracing Plans Steve Oswald, ASI <i>(We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.)</i>	<b>W108</b> Embroidery Files Made Easy: Converting Without Digitizing Craig Mertens & Justin Pearson, Digital Art Solutions	<b>W107</b> De-Stress Your Order Management & Accounting Processes With ESP (Intermediate) Mike D'Ottaviano, ASI, & Butch Peyton, ASI Computer Systems

# EDUCATION AND EVENT SCHEDULE

## EXHIBIT DAY 1 • SUNDAY, JANUARY 5, 2020

8:30 a.m.- 9:45 a.m.	<b>The Joe Show Live</b> <b>FREE</b> See page 10 for more information.		<b>W311</b>
10 a.m.- 5 p.m.	<b>EXHIBIT FLOOR OPEN</b>		
	<b>POWER SESSIONS</b> <b>FREE</b>	<b>CONNECT IT: CONNECT, REFRESH &amp; RECHARGE</b>	
Sponsor			
11 a.m.- 11:50 a.m.	Solidify Your Brand: Use a Style Guide to Enhance Your Marketing Jay Busselle, Equipment Zone	<b>Booth #1951</b>	
12 p.m.- 12:50 p.m.	Point & Shoot: Create a 30-Second Video on the Show Floor Joe Haley, ASI	<b>Booth #1951</b>	12:40 p.m. - 1 p.m. <b>Selfies With Promo</b> <b>Booth #253</b>
1 p.m.- 1:30 p.m.			<b>ASK Norman</b> <b>Booth #253</b>
1:30 p.m.- 2:20 p.m.	Beyond Marketing: Creating Engagement That Sticks Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEU	<b>Booth #1951</b>	2:10 p.m. - 2:30 p.m. <b>Selfies With Promo</b> <b>Booth #253</b>
2:30 p.m.- 3:20 p.m.	Gift It: Expert Insight From the IMA/IMRA on This \$90 Billion Segment	<b>Booth #1951</b>	
5 p.m.- 6 p.m.	<b>Counselor Distributor Choice Awards</b>		<b>W311</b>
7 p.m.- 10 p.m.	<b>ASI Show Bash at Universal Studios Florida</b> (Ticket Required)		

## EXHIBIT DAY 2 • MONDAY, JANUARY 6, 2020

7:30 a.m.- 8:15 a.m.	<b>BASI™/MASI™ Breakfast Reception</b> (Invitation Only)		<b>W308B</b>
8:30 a.m.- 9:45 a.m.	<b>Keynote With Madeleine K. Albright: Negotiation, Diplomacy &amp; Service</b> <b>FREE</b>		<b>W311</b>
10 a.m.- 3:30 p.m.	<b>EXHIBIT FLOOR OPEN</b>		
	<b>POWER SESSIONS</b> <b>FREE</b>	<b>CONNECT IT: CONNECT, REFRESH &amp; RECHARGE</b>	
Sponsor			10:40 a.m. - 11 a.m. <b>Selfies With Promo</b> <b>Booth #253</b>
11 a.m.- 11:50 a.m.	Paper Clips Work, Naked People Don't: Public Speaking Prep for Success Jesyca Hope, Hope Communications Consulting	<b>Booth #1951</b>	11:30 a.m. - 12 p.m. <b>ASK Norman</b> <b>Booth #253</b>
12 p.m.- 12:50 p.m.	Promote Your Business on Facebook & Instagram: Finding & Attracting New Clients Vincent Driscoll & Abby Koss, ASI	<b>Booth #1951</b>	1:05 p.m. - 1:25 p.m. <b>Selfies With Promo</b> <b>Booth #253</b>
1:30 p.m.- 2:20 p.m.	From Hippies to Hipsters: Communicating Across the Generations Jesyca Hope, Hope Communications Consulting	<b>Booth #1951</b>	
3:30 p.m.- 4 p.m.	<b>Closing Celebration</b> <b>Ask It To Win It: Passport to Products Program prize drawing at 3:45 p.m.</b> <b>FREE</b>		<b>In Product Showcase Area</b>