






TUESDAY, JULY 13, 2021

Time	 SALES SUCCESS	 SOCIAL MEDIA & MARKETING	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS
Sponsor				
10 a.m. - 10:45 a.m.	How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI N227B			
11 a.m. - 12 p.m.	The Yelp Effect: Pleasing The Empowered Customer Terry Watson, Easify Inc. N228	Social Media Engagement: Deliver Insight, Not Information Jay Busselle, FLEXpoint N227B	Hats, Hats, Hats: 12 Hats Printed 12 Ways Rachel Corey & Alison Zuccaro, Stahls' N226	Top Markets & Trending Products to Sell Now Jackie Chaszczewicz, ASI N230B
12:15 p.m. - 1:15 p.m.	Discover the Top 10 Things Clients Really Want Cliff Quicksell, Jr., Cliff Quicksell & Associates N228	Build Your Social Media Marketing Foundation Melissa Newman, ASI N227B	Heat Press How-To: Printing Full-Color Logos On-Demand Alison Zuccaro, Stahls' N226	Enhance Your ESP Presentations Designs & Marketing Materials Using Canva Abby Koss, ASI N230B
1:30 p.m. - 2:30 p.m.	Exclusive Data From Counselor's 2021 State of the Industry Report Michele Bell & Nate Kucsma, ASI N228	Elevate Your Brand With Creative Self-Promos Cliff Quicksell, Jr., Cliff Quicksell & Associates N227B	Printing Outside the T-Shirt Box Rachel Corey & Alison Zuccaro, Stahls' N226	ESP Websites Workshop: Make Your Site Work for You Joan Miracle, ASI N230B
2:45 p.m. - 3:45 p.m.	"Evolve or Evaporate!" Terry Watson, Easify Inc. N228	Optimizing & Leveraging LinkedIn Jay Busselle, FLEXpoint N227B	Unlock the Profit Potential of Branded Kits Rachel Corey, Stahls' N226	How to Get More Out of ESP Michael D'Ottaviano, ASI N230B
4 p.m. - 5 p.m.	Become a Strategic Salesperson & Grow Your Business Cliff Quicksell, Jr., Cliff Quicksell & Associates N228	Social Media: Do This, NOT That! Terry Watson, Easify Inc. N227B		Grow Your Business With Self-Promos & Referrals Abby Koss, ASI N230B

- Get full course descriptions and create your personal schedule in the **ASI Show Chicago app**.
- Download handouts from selected Education Day sessions on the **ASI Show Chicago app** or at asishow.com/handouts.

EXHIBIT DAY 1 • WEDNESDAY, JULY 14, 2021

8:30 a.m. - 9:45 a.m.	Keynote With Dan Thurmon: Rejuvenated & Ready For Business: Achieving Your High-Performance Sales Goals	S100 Ballroom
10 a.m. - 5 p.m.	EXHIBIT FLOOR OPEN	
	POWER SESSIONS	
11 a.m. - 12 p.m.	Developing Your "Promo-mercial" Jay Busselle, FLEXpoint	Booth #163
12:30 p.m. - 1:30 p.m.	Differentiate or Go Home: Surviving in a Highly Competitive Market Cliff Quicksell, Jr., Cliff Quicksell & Associates	Booth #163
2 p.m. - 3 p.m.	How to Build Value in Your Distributorship Jamie Watson, Certified Marketing Consultants	Booth #163
3:30 p.m. - 4:30 p.m.	Making LinkedIn Lucrative: Find & Nurture 25 Leads Every Month Jay Busselle, FLEXpoint	Booth #163
5 p.m. - 7 p.m.	Connection Reception	East Terrace

EXHIBIT DAY 2 • THURSDAY, JULY 15, 2021

8:30 a.m. - 9:45 a.m.	Keynote With Terry Bradshaw: Make Your Best Even Better	S100 Ballroom
10 a.m. - 3 p.m.	EXHIBIT FLOOR OPEN	
	POWER SESSIONS	
11:30 a.m. - 12:30 p.m.	Build Your Social Media Marketing Foundation Melissa Newman, ASI	Booth #163
1 p.m. - 2 p.m.	Grow Your Business With Self-Promos & Referrals Abby Koss, ASI	Booth #163
3 p.m. - 3:30 p.m.	Closing Celebration Ask It to Win It: Passport to Products Program Drawing at 3:15 p.m.	Registration Lobby

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- Help shape the industry by completing at least one Counselor® State of the Industry Survey or ASI Quarterly Sales Survey every two years
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