






EDUCATION DAY SCHEDULE

TUESDAY, JANUARY 4, 2022

Time	 DISTRIBUTOR 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			
11 a.m. - 12 p.m.	Discover the Top 10 Things Clients Really Want Cliff Quicksell, Jr., Cliff Quicksell & Associates W224C	Building Your Online Influence & Authority Dawn Raquel Jensen, Virtual Options W224A	Hats, Hats, Hats: 12 Hats Printed 12 Ways Rachel Corey & Josh Ellsworth, Stahls' W224E	Using ESP® to Grow Beyond Your First Order Mike D'Ottaviano, ASI W224G
12:15 p.m. - 1:15 p.m.	The 3 Cs to Building a Diverse Customer Base Darryl Jenkins, The CPS Store W224C	Social Media Engagement: Deliver Insight, Not Information Jay Busselle, FLEXpoint W224A	Heat Press How-To: Printing Full-Color Logos On-Demand Rachel Corey & Josh Ellsworth, Stahls' W224E	Enhance Your ESP Website™: Personalization, Pricing & More Joan Miracle, ASI W224G
1:30 p.m. - 2:30 p.m.	Proven Strategies to Achieve Million-Dollar Success Greg Muzzillo, Proforma W224C	Social Success: Creating Branded Content That Converts Dawn Raquel Jensen, Virtual Options W224A	Printing Outside the T-Shirt Box Rachel Corey & Josh Ellsworth, Stahls' W224E	The Beginners' Guide to ASI Local Listings & Google Business Profile Abby Koss, ASI W224G
2:45 p.m. - 3:45 p.m.	Creating Connections & Commerce With Promo Products Carolyn Strauss, Carolyn Strauss Consulting W224C	Optimizing & Leveraging LinkedIn Jay Busselle, FLEXpoint W224A	Unlock the Profit Potential of Branded Kits Rachel Corey & Josh Ellsworth, Stahls' W224E	Top Markets & Trending Products to Sell in 2022 Jackie Chaszczewicz & Joan Miracle, ASI W224G
4 p.m. - 5 p.m.	Education Day Wrap-Up: Tactics & Takeaways			
5 p.m. - 6 p.m.	 NEW Product Preview Reception			

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



EXHIBIT DAYS

EXHIBIT DAY 1 • WEDNESDAY, JANUARY 5, 2022

8:30 a.m.- 9:45 a.m.	Promo in 2022: No Challenge Too Big – Strategies From Top Industry Leaders	FREE	Tangerine Ballroom
10 a.m.- 5 p.m.	EXHIBIT FLOOR OPEN		
	POWER SESSIONS		FREE Booth #241
11 a.m.- 11:50 a.m.	Elevate Your Brand With Creative Self-Promos Cliff Quicksell, Jr., Cliff Quicksell & Associates		
12 p.m.- 12:50 p.m.	Creative Content: Combine Planning & Spontaneity for a Comprehensive Marketing Plan Jessica Gibbons-Rauch, Trendependent		
1:30 p.m.- 2:20 p.m.	Inclusive Sales: 4 Tips to Reach Multicultural Clients Darryl Jenkins, The CPS Store		
2:30 p.m.- 3:20 p.m.	Making LinkedIn Lucrative: Find & Nurture 25 Leads Every Month Jay Busselle, FLEXpoint		
5:30 p.m.- 7 p.m.	Connection Reception	FREE	Rosen Centre Hotel

EXHIBIT DAY 2 • THURSDAY, JANUARY 6, 2022

8:30 a.m.- 9:45 a.m.	Promo Showcase Live: The Industry's Hottest Products & Promotional Ideas on Display Joe Haley, ASI	FREE	Tangerine Ballroom
10 a.m.- 3:30 p.m.	EXHIBIT FLOOR OPEN		
	POWER SESSIONS		FREE Booth #241
12 p.m.- 12:50 p.m.	The Beginners' Guide to ASI Local Listings & Google Business Profile Abby Koss, ASI		
1 p.m.- 1:50 p.m.	Point & Shoot: Create a 30-Second Video on the Show Floor Joe Haley, ASI		
3:30 p.m.- 4:00 p.m.	Closing Celebration	Ask It to Win It: Passport to Products Program Prize Drawing at 3:45 p.m.	FREE Registration Lobby

Advertising Specialty Institute Certification Program

ASIUniversity.com

What is the ASI® Certification Program?

It's the industry's only free certification program, created to elevate the level of expertise and professionalism of all members of our industry.

You can achieve two certification levels:



Why you should start today:

In addition to improving your knowledge of the industry and gaining greater recognition from peers and clients, earning your BASI™ or MASI™ certification provides benefits like receiving your BASI/MASI pin at an ASI Show General Session, having your name on ASI social media and more.

Get Certified: **No points required**

- Take free classes online at ASIUniversity.com
- Demonstrate your industry involvement by attending at least one live or virtual ASI event (such as ASI Show, ASI Power Summit, ASI Show ConneX™ or fASIllitate) every two years
- Help shape the industry by completing at least one Counselor® State of the Industry Survey or ASI Quarterly Sales Survey every two years
- Pass the free online BASI or MASI exam (available to ASI members only)

Participating in the free ASI Certification Program is simple! Log on at ASIUniversity.com any time, or email asieducation@asicentral.com.