

# **EDUCATION DAY SCHEDULE**

## TUESDAY, JANUARY 4, 2022

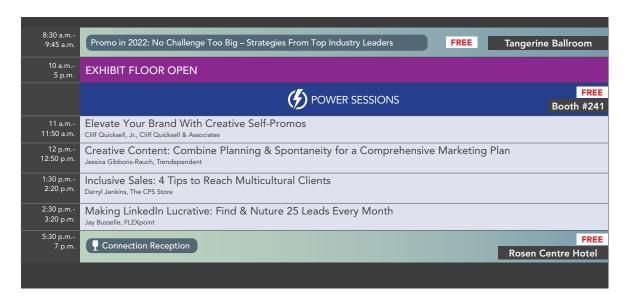
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Time	DISTRIBUTOR SUCCESS	SOCIAL MEDIA & MARKETING	PRODUCT DECORATION	BUSINESS-BUILDING FUNDAMENTALS
Sponsor			STAHLS:	
10 a.m 10:45 a.m.	How to Get the Most Out of Your Trade Show Exper Matthew Cohn, ASI	rience		W224A
11 a.m 12 p.m.	Discover the Top 10 Things Clients Really Want Cliff Quicksell, Jr., Cliff Quicksell & Associates W224C	Building Your Online Influence & Authority Dawn Raquel Jensen, Virtual Options	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
12:15 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	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
	Proven Strategies to Achieve Million-Dollar Success Greg Muzzillo, Proforma	Social Success: Creating Branded Content That Converts Dawn Raquel Jensen, Virtual Options	Printing Outside the T-Shirt Box Rachel Corey & Josh Ellsworth, Stahls'	The Beginners' Guide to ASI Local Listings & Google Business Profile Abby Koss, ASI
2:45 p.m 3:45 p.m.	Creating Connections & Commerce With Promo Products Carolyn Strauss, Carolyn Strauss Consulting	Optimizing & Leveraging LinkedIn Jay Busselle, FLEXpoint	W224E Unlock the Profit Potential of Branded Kits Rachel Corey & Josh Ellsworth, Stahls'	Top Markets & Trending Products to Sell in 2022 Jackie Chaszczewicz & Joan Miracle, ASI
4 p.m 5 p.m.	W224C Education Day Wrap-Up: Tactics & Takeaw		W224E	W224G W224C
5 p.m 6 p.m.	▼ NEW Product Preview Reception			W315

- 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



### EXHIBIT DAY 2 • THURSDAY, JANUARY 6, 2022



# Advertising Specialty Institute Certification Program ASIUniversity.com

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

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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
- Pass the free online BASI or MASI exam (available to ASI members only)

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