








EDUCATION DAY SCHEDULE

MONDAY, JANUARY 31, 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® 202B			
11 a.m. - 12 p.m.	Discover the Top 10 Things Clients Really Want Cliff Quicksell, Jr., Cliff Quicksell & Associates 203A	Building Your Online Influence & Authority Dawn Raquel Jensen, Virtual Options 202B	Hats, Hats, Hats: 12 Hats Printed 12 Ways Rachel Corey & Jennifer Johnson, Stahls' 201A	Using ESP® to Grow Beyond Your First Order Mike D'Ottaviano, ASI 204A
12:15 p.m. - 1:15 p.m.	The 3 Cs to Building a Diverse Customer Base Darryl Jenkins, The CPS Store 203A	Social Media Engagement: Deliver Insight, Not Information Jay Busselle, FLEXpoint 202B	Heat Press How-To: Printing Full-Color Logos On-Demand Rachel Corey & Jennifer Johnson, Stahls' 201A	Enhance Your ESP Website™: Personalization, Pricing & More Joan Miracle, ASI 204A
1:30 p.m. - 2:30 p.m.	Differentiate or Go Home: Surviving in a Highly Competitive Market Cliff Quicksell, Jr., Cliff Quicksell & Associates 203A	Social Success: Creating Branded Content That Converts Dawn Raquel Jensen, Virtual Options 202B	Printing Outside the T-Shirt Box Rachel Corey & Jennifer Johnson, Stahls' 201A	The Beginners' Guide to ASI Local Listings & Google Business Profile Abby Koss, ASI 204A
2:45 p.m. - 3:45 p.m.	Creating Connections & Commerce With Promo Products Carolyn Strauss, Carolyn Strauss Consulting 203A	Optimizing & Leveraging LinkedIn Jay Busselle, FLEXpoint 202B	Unlock the Profit Potential of Branded Kits Rachel Corey & Jennifer Johnson, Stahls' 201A	Top Markets & Trending Products to Sell in 2022 Rita Leybelman & Joan Miracle, ASI 204A
4 p.m. - 5 p.m.	📄 Education Day Wrap-Up: Tactics & Takeaways Ballroom C			
5 p.m. - 6 p.m.	🍷 NEW Product Preview Reception Ballroom A			

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



EXHIBIT DAYS

EXHIBIT DAY 1 • TUESDAY, FEBRUARY 1, 2022

8:30 a.m.- 9:45 a.m.	Promo in 2022: Predictions From Top Industry Leaders	FREE
		Ballroom C
10 a.m.- 5 p.m.	EXHIBIT FLOOR OPEN	
	⚡ POWER SESSIONS	FREE
		Booth #340
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 p.m.- 6:30 p.m.	🍷 Connection Reception	FREE
		Ballroom Foyer

EXHIBIT DAY 2 • WEDNESDAY, FEBRUARY 2, 2022

9 a.m.- 9:45 a.m.	Promo Showcase Live: The Industry's Hottest Products & Promotional Ideas on Display Joe Haley, ASI	FREE
		Ballroom C
10 a.m.- 2:30 p.m.	EXHIBIT FLOOR OPEN	
	⚡ POWER SESSIONS	FREE
		Booth #340
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	
2:30 p.m.- 3 p.m.	🍷 Closing Celebration	FREE
	Ask It to Win It: Passport to Products Program Prize Drawing at 2:45 p.m.	
		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 fASIIitate) 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.