









# EDUCATION DAY SCHEDULE

TUESDAY, JULY 19, 2022

Track	 DISTRIBUTOR SUCCESS	 SOCIAL MEDIA & MARKETING	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS
Sponsor			 	
7:45 a.m. - 5 p.m.	<b>Registration Open</b>			
8 a.m. - 5 p.m.	<b>Exhibitor Setup</b>			
10 a.m. - 10:45 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b> Matthew Cohn, ASI® <span style="float: right;">N228</span>			
11 a.m. - 12 p.m.	<b>Packaging for Profit: Implement the Most Underused Trick in Your Toolbox</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111) <span style="float: right;">N228</span>	<b>Building Your Online Influence &amp; Authority</b> Dawn Raquel Jensen, Virtual Options <span style="float: right;">N226</span>	<b>Press &amp; Profit: Exceed Expectations with Heat Transfers</b> Rachel Corey & Jenna Sackett, Stahls' (asi/88984) <span style="float: right;">N231</span>	<b>Using ESP® to Grow Beyond Your First Order</b> Michael D'Ottaviano, ASI <span style="float: right;">N229</span>
12:15 p.m. - 1:15 p.m.	<b>Creating Connections &amp; Commerce with Promo Products</b> Carolyn Strauss, Carolyn Strauss Consulting <span style="float: right;">N228</span>	<b>4 Steps to Optimizing Your LinkedIn Business Page</b> Jay Busselle, FLEXpoint <span style="float: right;">N226</span>	<b>Decoration Matters: When to Invest &amp; When to Outsource</b> Rachel Corey & Jenna Sackett, Stahls' (asi/88984) <span style="float: right;">N231</span>	<b>Enhance Your ESP Website™: Personalization, Pricing &amp; More</b> Joan Miracle, ASI <span style="float: right;">N229</span>
1:30 p.m. - 2:30 p.m.	<b>Understanding the Lifetime Value of Your Clients</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111) <span style="float: right;">N228</span>	<b>Social Success: Creating Branded Content That Converts</b> Dawn Raquel Jensen, Virtual Options <span style="float: right;">N226</span>	<b>Just Kitting: Deliver Branding They'll Love</b> Rachel Corey & Jenna Sackett, Stahls' (asi/88984) <span style="float: right;">N231</span>	<b>How to Capture Online Buyers in Your Local Market</b> Dan Brown, ASI <span style="float: right;">N229</span>
2:45 p.m. - 3:45 p.m.	<b>Time Is Money: How to Increase Your Productivity &amp; Products</b> Carolyn Strauss, Carolyn Strauss Consulting <span style="float: right;">N228</span>	<b>Your Blueprint for Brand Relevance</b> Jay Busselle, FLEXpoint <span style="float: right;">N226</span>	<b>Emblems &amp; Patches Made Simple</b> Rachel Corey & Jenna Sackett, Stahls' (asi/88984) <span style="float: right;">N231</span>	<b>Top Markets &amp; Trending Products to Sell in Q3 &amp; Q4</b> Jackie Chaszczewicz & Abby Koss, ASI <span style="float: right;">N229</span>
4 p.m. - 5 p.m.	<b> Education Day Wrap-Up: Tactics &amp; Takeaways</b> <span style="float: right;">N228</span>			
5 p.m. - 6 p.m.	<b> New Product Preview Reception</b> <span style="float: right;">N227B</span>			

- 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](https://asishow.com/handouts).



# EXHIBIT DAYS

## EXHIBIT DAY 1 • WEDNESDAY, JULY 20, 2022

8:30 a.m. - 9:45 a.m.	The State of the Industry Panel: Insights From Top Promo Leaders	<b>FREE</b>
		S100 Ballroom
10 a.m. - 5 p.m.	<b>EXHIBIT FLOOR OPEN</b> Balloon Drop & Ribbon Cutting	
10 a.m. - 3 p.m.	Professional Headshots	<b>FREE SERVICE</b>
		ASI Booth #630
10 a.m. - 5 p.m.	DIY Photo Booth, Selfie Station with Props	
		ASI Booth #630
11 a.m. - 4 p.m.	ASI Chicago Graffiti Wall Experience	
		Booth #772
11 a.m. - 11:50 a.m.	<b>POWER SESSION</b> Build a Self-Promotion Campaign From the Ground Up Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	<b>FREE</b>
		Booth #181
12 p.m. - 12:50 p.m.	<b>POWER SESSION</b> Corporate Gifts 101: Expand Your Business Through Gifts, Rewards & Incentives Jeffrey Brenner, Seiko Watch of America & Incentive Marketing Association	<b>FREE</b>
		Booth #181
1 p.m. - 1:50 p.m.	<b>POWER SESSION</b> Top 10 Financial Mistakes of Small-Business Owners Jamie Watson, Certified Marketing Consultants (asi/44526)	<b>FREE</b>
		Booth #181
2 p.m. - 2:50 p.m.	<b>POWER SESSION</b> The 3 Cs to Building a Diverse Customer Base Darryl Jenkins, The CPS Store (asi/232119)	<b>FREE</b>
		Booth #181
3 p.m. - 3:50 p.m.	<b>POWER SESSION</b> Improve Your Personal LinkedIn Profile in 30 Minutes Jay Busselle, FLEXpoint	<b>FREE</b>
		Booth #181
5:15 p.m. - 8 p.m.	Counselor Awards	<b>INVITATION ONLY</b>
6:30 p.m. - 10 p.m.	Promo Party Cruise	<b>TICKET REQUIRED</b>
		Navy Pier

## EXHIBIT DAY 2 • THURSDAY, JULY 21, 2022

8:30 a.m. - 9:45 a.m.	Hot Trends, Cool Products, More Sales: Use the Industry's Newest Stats & Products to Grow Your Business	<b>FREE</b>
		S100 Ballroom
10 a.m. - 2:30 p.m.	<b>EXHIBIT FLOOR OPEN</b>	
10 a.m. - 2 p.m.	Professional Headshots	<b>FREE SERVICE</b>
		ASI Booth #630
10 a.m. - 2 p.m.	ASI Chicago Graffiti Wall Experience	
		Booth #772
10 a.m. - 2:30 p.m.	DIY Photo Booth, Selfie Station with Props	
		ASI Booth #630
11 a.m. - 11:50 a.m.	<b>POWER SESSION</b> Point & Shoot: Create a 30-Second Video on the Show Floor Joe Haley, ASI	<b>FREE</b>
		Booth #181
12 p.m. - 12:50 p.m.	<b>POWER SESSION</b> Top Tips & Tricks for Success With ESP & ESP Websites Michael D'Ottaviano & Joan Miracle, ASI	<b>FREE</b>
		Booth #181
2:30 p.m. - 3 p.m.	Closing Celebration ASI Passport drawing at 2:45 p.m.	<b>FREE</b>
		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:

- 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.**