





# EDUCATION DAY SCHEDULE






WEDNESDAY, JANUARY 4, 2023

Track	ENTREPRENEUR'S ESSENTIALS	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>			
9:30 a.m. - 10:15 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b> Matthew Cohn, ASI			W224C
10:30 a.m. - 11:15 a.m.	<b>Sustainability Sells: Products &amp; Practices to Improve Your Company &amp; Our Industry</b> W224A Michelle Sheldon, Eco Promotional Products (asi/185797)	<b>4 Steps to Optimizing Your LinkedIn Business Page</b> W224C Jay Busselle, FLEXpoint	<b>Press &amp; Profit: Exceed Expectations with Heat Transfers</b> W224G Rachel Corey & Elizabeth Riedy, Stahls' (asi/88984)	<b>Promo Industry 101: What to Do When You're New</b> W224E Joan Miracle, ASI
11:30 a.m. - 12:15 p.m.	<b>Family Business Fundamentals: Enhancing Communication &amp; Connections</b> W224A Dr. Steve Treat, Council for Relationships	<b>Leverage Social Media to Build Rapport &amp; Revenue</b> W224C Marki Lemons Ryhal, ReMarkiTable, LLC	<b>Decoration Matters: When to Invest &amp; When to Outsource</b> W224G Rachel Corey & Elizabeth Riedy, Stahls' (asi/88984)	<b>ESP® Makes It Easy: Searching, Selling &amp; Saving Time</b> W224E Mike D'Ottaviano, ASI
12:30 p.m. - 1:45 p.m.	<b>Lunch &amp; Learn: Suppliers Reveal the Hottest New Product Trends</b> W314 <i>First come, first served</i>			<b>1 p.m. - 1:45 p.m.</b> W224E <b>4 Marketing Tactics to Target Buyers in Your Region</b> Abby Koss, ASI
2 p.m. - 2:45 p.m.	<b>Million-Dollar Sales: 5 Proven Strategies for Success</b> W224A Greg Muzzillo, Proforma (asi/300094)	<b>Your Blueprint for Brand Relevance</b> W224C Jay Busselle, FLEXpoint	<b>Just Kitting: Deliver Branding They'll Love</b> W224G Rachel Corey & Elizabeth Riedy, Stahls' (asi/88984)	<b>Direct from the FBI Cybercrime Task Force: Identifying Threats &amp; Protecting Your Business</b> W224E Gary Hopewell, FBI
3 p.m. - 3:45 p.m.	<b>2023 Trends to Kick-Start Your Sales</b> W224A Holly Brown, Mary Furto & Liz Haesler, PCNA (asi/78897) Sponsor: 	<b>Instagram Reels: Use Social Media's Hottest Platform to Get More Clients</b> W224C Marki Lemons Ryhal, ReMarkiTable, LLC	<b>Emblems &amp; Patches Made Simple</b> W224G Rachel Corey & Elizabeth Riedy, Stahls' (asi/88984)	<b>ESP Websites™ &amp; Company Stores: Insider Tips to Get More Orders</b> W224E Mike D'Ottaviano, ASI
4 p.m. - 4:45 p.m.	 <b>Education Day Wrap-Up: Tactics &amp; Takeaways</b> W224C			
5 p.m. - 6 p.m.	 <b>New Product Preview Reception</b> 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](https://asishow.com/handouts).

# EXHIBIT DAYS

## EXHIBIT DAY 1 • THURSDAY, JANUARY 5, 2023

8:30 a.m. - 9:45 a.m.	 <b>Keynote with Shawn Rhodes</b> Bulletproof Selling: Removing Hope from Your Sales Strategy	Valencia C&D <b>FREE</b>
10 a.m. - 5 p.m.	<b>EXHIBIT FLOOR OPEN</b> Balloon Drop & Ribbon Cutting	
10 a.m. - 3 p.m.	<b>Professional Headshots</b>	Booth #1429 <b>FREE SERVICE</b>
11 a.m. - 11:45 a.m.	 <b>POWER SESSION</b> Discover the Future of Promo Technology Joan Miracle, ASI	Booth #336 <b>FREE</b>
11:30 a.m. - 5 p.m.	<b>ASI Game Zone</b>	Near ASI Package Shipping <b>FREE</b>
12 p.m. - 12:45 p.m.	 <b>POWER SESSION</b> Conscious Consumerism: What You Need to Know About New Buying Behaviors Holly Brown, Mary Furto & Liz Haesler, PCNA (asi/78897)	Booth #336 <b>FREE</b> Sponsor: <b>PCNA</b>
1 p.m. - 1:45 p.m.	 <b>POWER SESSION</b> Improve Your Personal LinkedIn Profile in 30 Minutes Jay Busselle, FLEXpoint	Booth #336 <b>FREE</b>
7 p.m. - 10 p.m.	 <b>Promo Party at Universal CityWalk</b>	<b>TICKET REQUIRED</b>

## EXHIBIT DAY 2 • FRIDAY, JANUARY 6, 2023

8:30 a.m. - 9:45 a.m.	 <b>Keynote with Alex Rodriguez</b> From Baseball Superstar to Business Mogul: A Champion's Life Lessons	Valencia C&D <b>FREE</b>
10 a.m. - 2:30 p.m.	<b>EXHIBIT FLOOR OPEN</b>	
10 a.m. - 2 p.m.	<b>Professional Headshots</b>	Booth #1429 <b>FREE</b>
11 a.m. - 2 p.m.	<b>ASI Game Zone</b>	Near ASI Package Shipping <b>FREE</b>
11 a.m. - 11:45 a.m.	 <b>POWER SESSION</b> Discover the Future of Promo Technology Joan Miracle, ASI	Booth #336 <b>FREE</b>
12 p.m. - 12:45 p.m.	 <b>POWER SESSION</b> Maximize Buyer Engagement with Digital Presentations & Streamlined Collaboration Pablo Pizzichini, ASI	Booth #336 <b>FREE</b>
2:30 p.m. - 3 p.m.	 <b>Closing Celebration</b> ASI Passport drawing at 2:45 p.m.	Registration Lobby <b>FREE</b>

# Advertising Specialty Institute® Certification Program

[ASIUniversity.com](http://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:



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- 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)

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