

EDUCATION DAY SCHEDULE

WEDNESDAY, JANUARY 3, 2024

	 ENTREPRENEUR'S ESSENTIALS	 SOCIAL MEDIA & MARKETING	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS
Sponsors			 	
9 - 9:50 a.m.	How To Get the Most Out of Your Trade Show Experience			Matthew Cohn, ASI® S310A
10 - 10:50 a.m.	"I'll Take It!" How To Make Closing Quick & Easy S320A Carolyn Strauss, Carolyn Strauss Consulting	Standing Out From the Crowd: The Art of Differentiation S320C Jay Busselle, FLEXpoint	Private Labeling Made Effortless S320G Jenna Sackett, Stahls' (asi/88984)	Promo Industry 101: What To Do When You're New S320E Joan Miracle, ASI
11 - 11:50 a.m.	Company Store Success: 5 Steps To Increase Your Sales & Income S320A Charity Gibson & Brian Roney, Proforma (asi/300094)	Content Marketing Strategies for Reaching the Right Buyers S320C Martine Cadet, Kaderique Consulting Group LLC	Decorated Apparel + Sustainability = Profitable Promos That Last S320G Jenna Sackett, Stahls' (asi/88984)	2024 Trends To Kick-Start Your Sales S320E Mary Furto & Liz Haesler, PCNA (asi/78897) <small>SPONSOR</small>
12 - 1:20 p.m.	 Lunch & Learn: Suppliers Share Trend-Driven Products & How To Sell Them			Free lunch for the first 200 attendees S310A
1:30 - 3 p.m.	Self-Promo Campaign Workshop: Get Creative With Your Brand S320A Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	Video Marketing Workshop: Maximize the Power of Your Personality S320C Martine Cadet, Kaderique Consulting Group LLC	Wearables Workshop: Printing On Demand & Onsite, Simplified S320G Jenna Sackett, Stahls' (asi/88984)	Beyond Search: Mastering Product Recommendations for Your Clients S320E Angela Corvino, ASI
3:10 - 4 p.m.	Family Business Dynamics: Improve Your Communication & Connections S320A Dr. Steve Treat, Council for Relationships	Intention or Attention: Sharing Targeted Content on Social Media S320C Jay Busselle, FLEXpoint	Premium Decoration: Grow Your Customer Base & Your Bottom Line S320G Jenna Sackett, Stahls' (asi/88984)	From Clicks to Conversations: Optimizing Sales With AI S320E Matt Barry, ASI
4:10 - 5 p.m.	 Education Day Wrap-Up: Tactics & Takeaways			Free coffee, tea & lemonade S310A
5 - 6 p.m.	 New Product Preview Reception			Free beer, wine & snacks S310D

- 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 • THURSDAY, JANUARY 4, 2024

8:30 - 9:45 a.m.	Keynote With Beth Paretta High-Speed Success: How To Beat the Competition Every Time	<i>Free coffee & tea</i>	S310E FREE
10 a.m - 5 p.m.	EXHIBIT FLOOR OPEN		
11 - 11:50 a.m.	POWER SESSION From Clicks to Conversations: Optimizing Sales With AI Kat Keesal, ASI		BOOTH #465 FREE
12 - 12:50 p.m.	POWER SESSION Packaging for Profit: Implement the Most Underused Trick in Your Toolbox Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)		BOOTH #465 FREE
1 - 1:50 p.m.	POWER SESSION Drinkware Decoded: All About the Industry's Ever-Expanding Category Mary Furto & Liz Haesler, PCNA (asi/78897)	Sponsor: PCNA	BOOTH #465 FREE
2 - 2:50 p.m.	POWER SESSION "What's Your Story?" Reposition Your Brand & Watch Sales Soar Jay Busselle, FLEXpoint		BOOTH #465 FREE
7 - 10 p.m.	ASI Gala at Planet Hollywood		TICKET REQUIRED

EXHIBIT DAY 2 • FRIDAY, JANUARY 5, 2024

8:30 - 9:45 a.m.	Keynote With Jesse Cole – Fans First: Change the Game, Break the Rules & Create an Unforgettable Experience	<i>Free coffee & tea</i>	S310E
10 a.m. - 2:30 p.m.	EXHIBIT FLOOR OPEN		
11 - 11:50 a.m.	POWER SESSION From Clicks to Conversations: Optimizing Sales With AI Kat Keesal, ASI		BOOTH #465 FREE
12 - 12:50 p.m.	POWER SESSION Beyond Search: Mastering Product Recommendations for Your Clients Angela Corvino, ASI		BOOTH #465 FREE
2:30 - 3 p.m.	Closing Celebration <i>ASI Passport drawing at 2:45 p.m.</i>		REGISTRATION LOBBY FREE

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