

EDUCATION DAY SCHEDULE

MONDAY, MARCH 4, 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® Ballroom C
10 - 10:50 a.m.	Promo Industry 101: What To Do When You're New Joan Miracle, ASI 203A	Standing Out From the Crowd: The Art of Differentiation Jay Busselle, FLEXpoint 202D	Private Labeling Made Effortless Jenna Sackett, Stahls' (asi/88984) 202B	Family Business Dynamics: Improve Your Communication & Connections Dr. Steve Treat, Council for Relationships 204A
11 - 11:50 a.m.	Client 360: Own Your Client's Brand To Expand Your Business Bill Petrie, brandivate 203A	Content Marketing Strategies for Reaching the Right Buyers Martine Cadet, Kaderique Consulting Group LLC 202D	Decorated Apparel + Sustainability = Profitable Promos That Last Jenna Sackett, Stahls' (asi/88984) 202B	3 Generations of ASI Success: The Cohn Family Business Secrets Revealed Norman Cohn, Matthew Cohn & Stephanie Cohn Schaeffer, ASI 204A
12 - 1:20 p.m.	Lunch & Learn: Suppliers Share Trend-Driven Products & How To Sell Them			Tickets limited: Get yours early at the Education Desk Ballroom C
1:30 - 3 p.m.	Self-Promo Campaign Workshop: Get Creative With Your Brand Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111) 203A	Video Marketing Workshop: Maximize the Power of Your Personality Martine Cadet, Kaderique Consulting Group LLC 202D	Wearables Workshop: Printing On Demand & Onsite, Simplified Jenna Sackett, Stahls' (asi/88984) 202B	From AI to Engagement: Discover the Future of Promo Technology With ESP+ Joan Miracle, ASI 204A
3:10 - 4 p.m.	"I'll Take It!" How To Make Closing Quick & Easy Carolyn Strauss, Carolyn Strauss Consulting 203A	Intention or Attention: Sharing Targeted Content on Social Media Jay Busselle, FLEXpoint 202D	Premium Decoration: Grow Your Customer Base & Your Bottom Line Jenna Sackett, Stahls' (asi/88984) 202B	ESP Websites & Company Stores: Insider Tips To Get More Orders Mike D'Ottaviano, ASI 204A
4:10 - 5 p.m.	Education Day Wrap-Up: Tactics & Takeaways			Free coffee, tea & lemonade Ballroom C
5 - 6 p.m.	New Product Preview Reception			Free beer, wine & snacks 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, MARCH 5, 2024

8:30 - 9:45 a.m.	Keynote With Mimi Brown Skyrocket Your Sales: The Keys To Unlock Your Earning Potential <i>Free coffee & tea</i>	BALLROOM B FREE
10 a.m. - 5 p.m.	EXHIBIT FLOOR OPEN: Fun on the floor! Get your photo taken with a live steer in booth #742 from 2-4 p.m. Enjoy an express massage, private consultation and charge your device in booth #441.	
10 a.m. - 5 p.m.	Fun, Demos and Prizes: Stop by to enjoy all ASI has to offer - FREE coffee, helpful product demos, spin to win valuable prizes that can help build your business, Counselor Magazine's 70th anniversary celebration, yummy hot dogs and a Happy Hour at the end of the day - just because!	ASI BOOTH #1019 FREE
11 - 11:50 a.m.	POWER SESSION From AI to Engagement: Discover the Future of Promo Technology With ESP+ Mike D'Ottaviano, ASI	BOOTH #340 FREE
12 - 12:50 p.m.	POWER SESSION How To Maximize Every Marketing Dollar Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	BOOTH #340 FREE
1 - 1:50 p.m.	POWER SESSION "What's Your Story?" Reposition Your Brand & Watch Sales Soar Jay Busselle, FLEXpoint	BOOTH #340 FREE
7 - 10 p.m.	ASI Gala at River Ranch Stockyards	TICKET REQUIRED

EXHIBIT DAY 2 • WEDNESDAY, MARCH 6, 2024

8:30 - 9:45 a.m.	Keynote With Bruce Himelstein Discover the Secrets To Gaining Lifelong Clients <i>Free coffee & tea</i>	BALLROOM B FREE
10 a.m. - 2:30 p.m.	EXHIBIT FLOOR OPEN: Fun on the floor! Get your photo taken with a live steer in booth #742 from 12-2 p.m. Enjoy an express massage, private consultation and charge your device in booth #441.	
10 a.m. - 2:30 p.m.	Fun, Demos and Prizes: Stop by to enjoy all ASI has to offer - Free coffee, helpful product demos, spin to win valuable prizes that can help build your business, and yummy hot dogs!	ASI BOOTH #1019 FREE
11 - 11:50 a.m.	POWER SESSION From AI to Engagement: Discover the Future of Promo Technology With ESP+ Joan Miracle, ASI	BOOTH #340 FREE
2:30 - 3 p.m.	Closing Celebration <i>ASI Passport drawing at 2:45 p.m.</i> <i>Free beer & wine</i>	REGISTRATION LOBBY FREE

Advertising Specialty Institute® Certification Program

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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 keynote, 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 fASIllitiate) 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.