

BREAKOUT SESSION SCHEDULE



	ELM FORK I & II	TRINITY BALLROOM	WEST FORK I & II	RIO GRANDE
BREAKOUT SESSION 1 Thursday 9:15 AM – 10:30 AM	C CREATIVITY Keep Your Eye on the Ball: Maximize CRM/Data to Create Visual Content <i>Courtney Kearney, CPSM and Julie Shaffer, CPSM</i>	H HEALTH & WELL-BEING Fire Up So You Don't Burnout <i>Jessica Rector</i>	A ADVANCEMENT The Marketer's Dilemma: Building Your Career Without a Defined Path <i>Joanna Hoffschneider</i>	W WORKSHOPS Video How To <i>Josh Miles</i>
BREAKOUT SESSION 2 10:45 AM – 12:00 PM	C CREATIVITY The Write Track, Baby <i>Melanie Meeks, CPSM and Allie Horn, CPSM</i>	H HEALTH & WELL-BEING Break the Achievement Addiction Before it Breaks You <i>CJ McClanahan</i>	A ADVANCEMENT When Bad Company Culture Happens to Good Marketers (& How to Change the Game) <i>Craig Janssen, LEED AP and Cathy Hutchison, CPSM</i>	
BREAKOUT SESSION 3 Thursday 2:00 PM – 3:15 PM	CE CLIENT EXPERIENCE CX - Beyond the Brand <i>Ryan Duydam</i>	BD BUSINESS DEVELOPMENT What's the Secret to Accomplishing Your 2020 Goals & Beyond (Hint: Your Clients) <i>Amanda D. Roehl</i>	A ADVANCEMENT From Rookie to Hall of Famer: Making Your Career Game Plan <i>Barbara Shuck, FSMPS, CPSM</i>	W WORKSHOPS Take Me Out to the Project: Major League-Worthy Site Photos <i>Julie Shaffer</i>
BREAKOUT SESSION 4 Thursday 3:30 PM – 4:45 PM	B BRANDING Branding - Beyond the Logo <i>Sarah Kinard and Amanda D. Roehl</i>	BD BUSINESS DEVELOPMENT Step Up to the Plate to Hit Your Forecasting Out of the Park <i>Lindsay Diven, CPSM and Stacy Ho, MBA, CPSM</i>	L LEADERSHIP The Leading Edge <i>Marci Thompson</i>	
BREAKOUT SESSION 5 Friday 8:00 AM – 9:15 AM	B BRANDING Storytelling: How Philanthropy Can Help Tell Your Firm's Story <i>Dan Williams, PE and Laura Nick</i>	BD BUSINESS DEVELOPMENT LinkedIn for Client Development - 7 Key Strategies for Doer-Sellers <i>Liz J. Simpson</i>	L LEADERSHIP Reshaping the CEO, Amplified <i>Donna Corlew, FSMPS, CPSM and Frank Lippert, FSMPS, CPSM</i>	