### Breakout Session Schedule

#### Breakout Session 1
**Thursday, 9:15 AM - 10:30 AM**
- **Elm Fork I & II**
  - **Creativity**
    - Keep Your Eye on the Ball: Maximize CRM/Data to Create Visual Content
      - Courtney Kearney, CPSM and Julie Shaffer, CPSM
  - **Health & Well-Being**
    - Fire Up So You Don’t Burnout
      - Jessica Rector
  - **Advancement**
    - The Marketer’s Dilemma: Building Your Career Without a Defined Path
      - Joanna Hoffschneider

#### Breakout Session 2
**10:45 AM - 12:00 PM**
- **Elm Fork I & II**
  - **Creativity**
    - The Write Track, Baby
      - Melanie Meeks, CPSM and Allie Horn, CPSM
  - **Health & Well-Being**
    - Break the Achievement Addiction Before it Breaks You
      - CJ McClanahan
  - **Advancement**
    - When Bad Company Culture Happens to Good Marketers (& How to Change the Game)
      - Craig Janssen, LEED AP and Cathy Hutchison, CPSM

#### Breakout Session 3
**Thursday, 2:00 PM - 3:15 PM**
- **Elm Fork I & II**
  - **Client Experience**
    - CX - Beyond the Brand
      - Ryan Duydam
  - **Business Development**
    - What’s the Secret to Accomplishing Your 2020 Goals & Beyond (Hint: Your Clients)
      - Amanda D. Roehl
  - **Advancement**
    - From Rookie to Hall of Famer: Making Your Career Game Plan
      - Barbara Shuck, FSMPS, CPSM

#### Breakout Session 4
**Thursday, 3:30 PM - 4:45 PM**
- **Elm Fork I & II**
  - **Branding**
    - Branding - Beyond the Logo
      - Sarah Kinard and Amanda D. Roehl
  - **Business Development**
    - Step Up to the Plate to Hit Your Forecasting Out of the Park
      - Lindsay Diven, CPSM and Stacy Ho, MBA, CPSM
  - **Leadership**
    - The Leading Edge
      - Marci Thompson

#### Breakout Session 5
**Friday, 8:00 AM - 9:15 AM**
- **Elm Fork I & II**
  - **Branding**
    - Storytelling: How Philanthropy Can Help Tell Your Firm’s Story
      - Dan Williams, PE and Laura Nick
  - **Business Development**
    - LinkedIn for Client Development – 7 Key Strategies for Doer-Sellers
      - Liz J. Simpson
  - **Leadership**
    - Reshaping the CEO, Amplified
      - Donna Corlew, FSMPS, CPSM and Frank Lippert, FSMPS, CPSM