

Fall Conference 2015: Agenda

October 28 - 31 | Marriott Waterfront | Baltimore, MD



Event Logistics

Registration will be located in the *Harborside Ballroom Foyer on the 4th Floor*

Breakfast & Lunch

All Breakfasts and Lunches will be served in the *Laurel Ballroom*

Dinner

Wednesday – Dinner will be part of the Vendor Fair in *Harborside Ballroom*

Thursday – Dinner will be part of the Vendor Fair in *Harborside Ballroom*

Friday – Dinner will be held at Barcocina in Fells Point

General Sessions

Thursday and Friday General Sessions will be held in *Harborside Ballroom AB*

Saturday General Session will be held in *Essex ABC*

Breakout & Afternoon Sessions

Breakout & Afternoon Sessions will be held in

- *Harborside Ballroom AB*
- *Essex ABC*
- *Kent ABC*

Agenda Day 1

Wednesday, October 28

4:30 PM **ASMC Registration** *Harborside Ballroom Foyer on the 4th Floor*

6:30 PM **ASMC Vendor Fair** *Harborside Ballroom*

9:30 PM **ASMC After Hours Lounge & Raffle** *Harborside Ballroom Foyer*

Sponsored by Synchrony Financial

(Must be present to win. One ticket redeemable per person.)

Agenda Day 2 - Essentials Track

Thursday, October 29



Daytime Events

- 6:30 AM **ASMC Breakfast** *Laurel Ballroom*
- 8:00 AM **Apple Channel Sales Update** *Harborside Ballroom AB - Apple Reseller Personnel Only*
- 9:00 AM **ASMC Update I** *Harborside Ballroom AB*
- 9:30 AM **BREAK** *Harborside Ballroom Foyer*
- 10:00 AM **ASMC Best Practices: Tools to Run Your Store - Springboard Media** *Harborside Ballroom AB*
- 10:30 AM **Platinum Sponsor: RHA**
- 11:00 AM **Ingram Micro: Cloud Services & Professional Services** *Harborside Ballroom AB*
- 12:00 PM **Speed Dating Lunch** *Laurel Ballroom*
- 2:00 PM **Vendor Presentations: QNAP, Mac-MSP, Microsoft, JuceMobile** *Harborside Ballroom AB*
- 3:00 PM **DeepSpar Product Announcement** *Harborside Ballroom AB*
- 3:00 PM **Apple Channel Sales/AppleCare Individual Rep Meetings** *Kent ABC*
- 4:00 PM **BREAK** *Harborside Ballroom Foyer*
- 4:15 PM **Wordpress & You/Divi Theme - MacSolutions Plus, mac-fusion** *Harborside Ballroom AB*
- 5:15 PM **Migrating to PIMS - MacExperience, Mike's Tech Shop** *Harborside Ballroom AB*

Evening Events

- 6:30 PM **ASMC Vendor Fair & Raffle**
Anchored by Ingram Micro *Harborside Ballroom*
(Must be present to win. One ticket redeemable per person.)
- 10:00 PM **ASMC After Hours Lounge** *Raven Room (Lobby Level - inside the restaurant)*

Agenda Day 2 - Service Manager Track

Thursday, October 29



Daytime Events

- 6:30 AM **ASMC Breakfast** *Laurel Ballroom*
- 8:00 AM **Apple Channel Sales Update** *Harborside Ballroom AB - Apple Reseller Personnel Only*
- 9:00 AM **ASMC Update I** *Harborside Ballroom AB*
- 9:30 AM **BREAK** *Harborside Ballroom Foyer*
- 10:00 AM **ASMC Best Practices: iPhone Repair Discussion** *Essex ABC*
- 11:00 AM **Ingram Micro: Cloud Services & Professional Services** *Harborside Ballroom AB*
- 12:00 PM **Speed Dating Lunch** *Laurel Ballroom*
- 2:00 PM **Vendor Presentations: QNAP, Mac-MSP, Microsoft, JuceMobile** *Harborside Ballroom AB*
- 3:00 PM **DeepSpar Product Announcement** *Harborside Ballroom AB*
- 3:00 PM **Apple Channel Sales/AppleCare Individual Rep Meetings** *Kent ABC*
- 4:00 PM **BREAK** *Harborside Ballroom Foyer*
- 4:15 PM **Normalize and Automate Service Tasks - Strong Solutions** *Essex ABC*
- 5:15 PM **Support Tools We Use - The Orchard** *Essex ABC*

Evening Events

- 6:30 PM **ASMC Vendor Fair & Raffle**
Anchored by Ingram Micro *Harborside Ballroom*
(Must be present to win. One ticket redeemable per person.)
- 9:30 PM **ASMC After Hours Lounge** *Raven Room (Lobby Level - inside the restaurant)*

Agenda Day 3 - Essentials Track

Friday, October 30



Daytime Events

- 6:30 AM **ASMC Breakfast** *Laurel Ballroom*
- 8:00 AM **AppleCare Update** *Harborside Ballroom AB* - *Apple Reseller Personnel Only*
- 9:00 AM **ASMC Update II** *Harborside Ballroom AB*
- 9:30 AM **BREAK** *Harborside Ballroom Foyer*
- 10:00 AM **Keynote: Merchandising - Fiction** *Harborside Ballroom AB*
- 11:00 AM **ASMC Best Practices: Surveys & CSAT - Springboard Media** *Harborside Ballroom AB*
- 11:30 AM **Turnkey Training For Profit - Panel** *Harborside Ballroom AB*
- 12:00 PM **Lunch** *Laurel Ballroom*
- 1:00 PM **Vendor Presentations: NY Life** *Harborside Ballroom AB*
- 1:15 PM **What You Can Learn From Your Yelp Reviews - Mike's Tech Shop** *Harborside Ballroom AB*
- 1:30 PM **How to Market Things Other than Apple - Springboard Media** *Harborside Ballroom AB*
- 2:15 PM **Holiday Marketing Best Practices - Panel** *Harborside Ballroom AB*
- 3:00 PM **BREAK** *Harborside Ballroom Foyer*
- 3:15 PM **Creative Copy Brainstorming - Judy Habel** *Harborside Ballroom AB*

Evening Events

- 5:00 PM **Leave Hotel for Dinner**
- 5:30 PM **Dinner at Barcocina**
1629 Thames Street *Fells Point*
Barcocina features Mexican inspired cuisine with fresh ingredients and original twists meant to share amongst friends. With amazing outdoor space and uninhibited views of the harbor, Barcocina is a premier place to eat, drink and socialize.
- 7:30 PM **Haunted Pub Crawl and/or Ghost Walking Tour** *Fells Point*

Agenda Day 3 - Service Manager Track

Friday, October 30



Daytime Events

- 6:30 AM **ASMC Breakfast** *Laurel Ballroom*
- 8:00 AM **AppleCare Update** *Harborside Ballroom AB* - *Apple Reseller Personnel Only*
- 9:00 AM **ASMC Update II** *Harborside Ballroom AB*
- 9:30 AM **BREAK** *Harborside Ballroom Foyer*
- 10:00 AM **Managed Services: Managing What, Exactly? - The Orchard** *Essex ABC*
- 11:00 AM **ASMC Best Practices: Surveys & CSAT - Springboard Media** *Harborside Ballroom AB*
- 11:30 AM **Turnkey Training For Profit - Panel** *Harborside Ballroom AB*
- 12:00 PM **Lunch** *Laurel Ballroom*
- 1:00 PM **Using Munki to Automate the Service Bench - Strong Solutions** *Essex ABC*
- 2:00 PM **DeepSpar Imager Training** *Essex ABC*
- 3:30 PM **BREAK** *Harborside Ballroom Foyer*
- 4:00 PM **Watchman Monitoring** *Essex ABC*

Evening Events

- 5:00 PM **Leave Hotel for Dinner**
- 5:30 PM **Dinner at Barcocina**
1629 Thames Street Fells Point
Barcocina features Mexican inspired cuisine with fresh ingredients and original twists meant to share amongst friends. With amazing outdoor space and uninhibited views of the harbor, Barcocina is a premier place to eat, drink and socialize.
- 7:30 PM **Haunted Pub Crawl and/or Ghost Walking Tour** *Fells Point*

Agenda Day 4 - Essentials Track

Saturday, October 31



Daytime Events

- 6:30 AM **ASMC Breakfast** *Laurel Ballroom*
- 8:00 AM **Bob Phibbs: Grabbing Customer's Eyes** *Essex ABC*
- 9:00 AM **Bob Phibbs: Retail Q&A** *Essex ABC*
- 10:00 AM **ASMC Emerging Dealer Discussion Session:** *Essex ABC*
- 11:00 AM **Conference Ends**

Afternoon Event

- 12:00 PM **Leave Hotel for Lunch at the Hipp Cafe**
- 12:30 PM **Lunch at the Hipp Cafe**
- 2:00 PM **John Cleese & Eric Idle Live at the Hippodrome**

The British icons will perform unforgettable sit-down comedy, blending scripted and improvised bits with storytelling, musical numbers, exclusive footage, aquatic juggling and an extended audience Q&A to craft a unique comedic experience with every performance