

# Spring Conference 2014: Agenda

May 12-16 | Hyatt Regency Lost Pines Resort and Spa- Austin, TX



## Event Logistics

### Registration

Registration will be located [Outside Lost Pines Ballroom](#)

### Breakfast

Breakfasts will be served from 6:30 AM until 8:00 AM

**Tuesday** - Breakfast will be served in [Baron's ABC](#)

**Wednesday - Friday** - Breakfast will be in [Lost Pines 1-3](#)

### Lunch

**Tuesday** - Lunch will be served in [Baron's ABC](#)

**Wednesday** - Lunch will be served in [Lost Pines 1-3](#)

**Thursday** - Speed Dating Lunch will be in [Lost Pines 1-3](#)

**Friday** - Lunch will be served in [Pecan Court](#)

### Dinner

**Monday** - Dinner will be served in [Lost Pines 6-8](#)

**Tuesday** - Dinner will be served in [LBJ Pavilion](#)

**Wednesday** - Dinner will be in the Vendor Fair

**Thursday** - Dinner will be in the Vendor Fair

**Friday** - Dinner at [Due Forni in Downtown Austin](#)

## General Sessions

### Tuesday

ASMC Morning Groups - [Lost Pines 1-3, Foyer](#)

Afternoon Pre-Conference Sessions - [Lost Pines 6-8](#)

**Wednesday General Session** - [Lost Pines 4-5](#)

**Thursday General Session** - [Lost Pines 4-5](#)

**Friday General Session** - [Lost Pines 4-5](#)

## Individual Apple Meetings

Apple Channel Sales Rep Meetings - [Milam Colony](#)

AppleCare Rep Meetings - [Milam Colony](#)

## Special Events

### Tuesday, May 13th

**ASMC Welcome Reception & Tech Data Vendor Showcase** 6:00 - 8:00 PM  
[Lost Pines Ballroom](#)

Join us for drinks, light snacks and live solo guitar, see old friends and visit with some of your favorite vendors.  
Bar Sponsored by Other World Computing (OWC)

**ASMC Texas BBQ** 8:00 - 9:30 PM  
[Lost Pines Ballroom](#)

**ASMC "After Hours" in the ASMC Lounge** 9:30 - 11:30 PM  
[Lost Pines 6-8](#)  
Sponsored by Navarre

### Wednesday, May 14th

**ASMC Vendor Fair anchored by Ingram Micro** 6:15 - 9:15 PM  
[Lost Pines Ballroom](#)  
Don't miss the Raffle at the end! (Must be present to win, one ticket redeemable per person)

**ASMC "After Hours" Live Music in the ASMC Lounge** 9:30 - 11:30 PM  
[Lost Pines 6-8](#)  
Sponsored by Ingram Micro

### Thursday, May 15th

**ASMC Speed Dating Lunch** 11:30 AM - 1:30 PM  
[Lost Pines 1-3](#)

**ASMC Vendor Fair** 6:15 - 9:15 PM  
Bar Sponsored by Ingram Micro [Lost Pines Ballroom](#)  
Don't miss the Raffle at the end! (Must be present to win, one ticket redeemable per person)

**ASMC "After Hours" Live Music in the ASMC Lounge** 9:30 - 11:30 PM  
[Lost Pines 6-8](#)  
Featuring Special Guest Dave Carroll  
Sponsored by Navarre

### Friday, May 16th

**ASMC in Austin Special Night on the Town** 5:00 - 10:00 PM  
[Buses to Austin](#)

- Dinner at [Due Forni](#)
- A Night of Improv at the Hideout Theater

# Agenda: Pre-Conference

Monday, May 12



## ASMC Growth & Marketing Groups

- |         |                                     |                       |         |                                    |                       |
|---------|-------------------------------------|-----------------------|---------|------------------------------------|-----------------------|
| 5:30 PM | ASMC Check-In                       | <i>Lost Pines 6-8</i> | 7:30 PM | ASMC Marketing Group Presentations | <i>Lost Pines 6-8</i> |
| 6:00 PM | Peer Group Assignments & Discussion | <i>Lost Pines 6-8</i> |         |                                    |                       |
| 7:00 PM | Dinner                              | <i>Lost Pines 6-8</i> |         |                                    |                       |

# Agenda: Day 1

Tuesday, May 13

- 6:30 AM ASMC Breakfast *Pecan Court*

## Morning Roundtable Discussions

Discussions start at 8:00 AM and groups rotate each hour.

- |         |              |                         |
|---------|--------------|-------------------------|
| Group 1 | Marketing I  | <i>Lost Pines 1</i>     |
| Group 2 | Finance      | <i>Lost Pines 2</i>     |
| Group 3 | Marketing II | <i>Lost Pines 3</i>     |
| Group 4 | Growth       | <i>Lost Pines Foyer</i> |

- 12:00 PM ASMC Lunch *Pecan Court*

- 1:00 PM Presentation *Lost Pines 6-8*

– Andrew Penny

*Five things business owners get wrong - and what to do about them.* Suggestions and ideas to fix them.

- 2:00 PM Presentation *Lost Pines 6-8*

– Joe Costantino

*How to Master the Art of Differentiation to Earn More Sales.* Learn how to clearly differentiate and then communicate how your products and services are different to distinguish yourself in the marketplace.

- 3:30 PM Finance *Lost Pines 6-8*

– Emily Chase Smith

*The Secret Advantage: Paying Attention to Your Money.* Unless you're a bookkeeper, accountant or CPA, finances aren't your core business – but they are a core component to your business and everything important requires care.

- 4:30 PM SubscriberMail *Lost Pines 6-8*

– Mike Kozee, Apple

This workshop will feature updated workflows, new templates, and some best practice tips. There will be something for everyone, both SubscriberMail newbies and long time users. You'll learn about new email content for consumers and B2B alike.

## Evening Events

- 6:00 PM Welcome Reception - Tech Data Vendors *Lost Pines Ballroom*

Bar Sponsored by Other World Computing (OWC)

- 8:00 PM ASMC Texas BBQ *Lost Pines Ballroom*

- 9:30 PM ASMC After Hours *Lost Pines 6-8*

Sponsored by Navarre

# Agenda: Day 2

Wednesday, May 14



6:30 AM **ASMC Breakfast** [Lost Pines 1-3](#)

8:00 AM **ASMC Update I** [Lost Pines 4-5](#)

8:30 AM **Apple Specialist Update** - *Apple Specialists Only* [Lost Pines 4-5](#)

9:45 AM **Break**

10:00 AM **Keynote** [Lost Pines 4-5](#)  
- Brian Halligan, Hubspot

*Inbound Marketing.* By aligning the content you publish with your customer's interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.

10:00 AM **Service Manager Boot Camp** [Lost Pines 6-8](#)

11:30 AM **Platinum Sponsor** [Lost Pines 4-5](#)  
- Other World Computing (OWC)

12:00 PM **ASMC Lunch** [Lost Pines 1-3](#)

1:15 PM **Bench Talk Live** [Apple Campus](#)  
Buses to Apple leave promptly at 1:15 pm.

1:15 PM **Silver Sponsor** [Lost Pines 6-8](#)  
- Se-Kure Controls

1:30 PM **Gold Sponsor** [Lost Pines 6-8](#)  
- Microsoft

2:00 PM **Silver Sponsor** [Lost Pines 6-8](#)  
- BodyGuardz

2:15 PM **Diversification** [Lost Pines 6-8](#)  
Diversification examples from ASMC Members.

2:45 PM **Break**

3:00 PM **Solution Track: Audio** [Lost Pines 6-8](#)  
- SONOS

3:00 PM **Finance Workshop** [Baron's ABC](#)  
- Emily Chase Smith

In this workshop you will learn the meaning of "Know Thy Numbers" and discover the steps to becoming financially savvy.

3:00 PM **Apple Sales Individual Rep Meetings** [Milam Colony](#)

3:30 PM **Solution Track** [Lost Pines 6-8](#)  
- Tech Data Mobility

How to add margin to iPad sales through Tech Data Mobile Solutions

4:15 PM **Break**

4:45 PM **Keynote: Retail** [Lost Pines 6-8](#)  
- Jazmin Hupp

*How to Save the Local Retail Experience From Extinction.* The state of retail in America has radically shifted as 69% of consumers purchased electronics online in 2013.

5:15 PM **Avoiding Disaster** [Lost Pines 6-8](#)  
- Panel Discussion

Learn the reasons why some Apple Specialists have closed and what you need to do to protect your own company.

## Evening Events

6:15 PM **ASMC Vendor Fair** [Lost Pines 1-5](#)  
ASMC Vendor Fair anchored by Ingram Micro

9:30 PM **ASMC After Hours** [Lost Pines 6-8](#)  
Sponsored by Ingram Micro

# Agenda: Day 3

Thursday, May 15



6:30 AM **ASMC Breakfast** *Lost Pines 1-3*

8:00 AM **ASMC Business Mtg.** *Lost Pines 4-5*  
- *Apple Specialists Only*

8:30 AM **ASMC Update II** *Lost Pines 4-5*

9:00 AM **AppleCare Update** *Lost Pines 4-5*  
- *Apple Specialists Only*

10:00 AM **Break**

10:30 AM **Presentation** *Lost Pines 4-5*  
- Dave Carroll

**United Breaks Guitars.** In the process of learning how a \$150 music video has reached well over 150 million people, Dave will demonstrate how his story is really one of brand building and non-confrontation.

10:30 AM **Service Manager Boot Camp** *Lost Pines 6-8*

11:30 AM **Speed Dating Lunch** *Lost Pines 1-3*

1:30 PM **Responsive Websites** *Lost Pines 6-8*

1:45 PM **Gold Sponsor** *Lost Pines 6-8*  
- Alcantara

2:15 PM **ASMC Marketing** *Lost Pines 6-8*  
An overview of the ASMC/Duct Tape Marketing System Group program.

2:30 PM **AppleCare Rep Meetings** *Milam Colony*

2:45 PM **B2B Marketing** *Lost Pines 6-8*  
- Jazmin Hupp

**Business-to-Business Marketing Doesn't Have to Be As Boring As It Sounds.** If you haven't already started to address local businesses in your marketing, today is a good day to start. If you have, you'll see examples of some of the most effective B2B marketing in the channel and tricks you can steal.

3:45 PM **Break**

4:00 PM **Managed Services** *Lost Pines 6-8*  
- Allen Hancock, Watchman

**Adding Managed Services, and recurring income, to your existing infrastructure.** Providing proactive support builds rapport with your clientele, better protects their data and can be a steady flow of income to cushion your bottom line.

4:00 PM **Web Videos Dissected** *Baron's ABC*  
- Blake Eastman

We will discuss how nonverbal behaviors can be used to create engaging and informative videos that can be used to build a following and ultimately convert.

5:15 PM **Digital Signage** *Lost Pines 6-8*  
- Mike Ohren & Jeffrey Grandell

In this presentation you will learn how Mike and Jeffrey created a successful Digital Signage business and the steps you can take to do the same.

## Evening Events

6:15 PM **ASMC Vendor Fair** *Lost Pines 1-5*  
Don't miss the raffle at 9:30 PM!  
Bar Sponsored by Ingram Micro

9:30 PM **ASMC After Hours** *Lost Pines 6-8*  
with "Special Guest" Dave Carroll  
Sponsored by Navarre

# Agenda: Day 4

Friday, May 16



6:30 AM **ASMC Breakfast** *Lost Pines 1-3*

8:00 AM **Apple Marketing Update** - *Apple Specialists Only* *Lost Pines 4-5*

9:00 AM **Break**

9:15 AM **Branding with Personality** – Jazmin Hupp *Lost Pines 4-5*

Will you continue to look like everyone else (or worse—no one at all)? Or will you decide that the only way to survive the next 5 to 10 years is to build the brand your company deserves?

10:15 AM **Duct Tape Selling** *Lost Pines 4-5*  
- John Jantsch

You'll discover how successful organizations are applying inbound and outbound techniques to create extreme customer loyalty, improve their marketing and increase their sales.

11:30 AM **ASMC Lunch** *Pecan Court*

1:00 PM **Duct Tape Selling Workshop** - John Jantsch *Lost Pines 4-5*

***How to Build a Modern Sales Methodology***  
Learn how to build and implement a content plan that takes full advantage of social media and inbound marketing tools. This system will bring the most highly interested prospects directly to your sales personnel at exactly the right time in their buying cycle.

## Evening Events

5:00 PM **Buses to Austin**

6:00 PM **Dinner at *Due Forni***

While we love pizza, and it's at the heart of what we do, we believe that pizza can be done better. What makes Due Forni different is that they create authentic Neapolitan and Roman style pizza.

8:00 PM **A Night of Improv at the Hideout Theater: *The Big Bash***

The Big Bash's all-star lineup of performers will kick off your weekend with games, scenes and improvised stories in the audience's favorite genres. This show combines the very best parts of the Hideout's award winning shows and award winning improv comedians.

10:00 PM **Buses Back from Austin**