



ASMC

PHILADELPHIA | 2013



Apple Specialist

Dr.  Bott

INGRAM
MICRO™

SKECH
COVERS ALL iNEED

NAVARRE®
Connecting Strong Brands with Smart Logistics



 Tech Data®
The Difference in Distribution™

ASMC SPRING CONFERENCE

MAY 13-17, 2013



Spring Conference 2013: Agenda

May 13 - 17 | Philadelphia Lowes Hotel, Philadelphia, PA

Event Logistics

Registration

Monday - outside *Commonwealth Hall*

All other days - outside *Regency Ballroom*

Breakfast & Lunch

All Breakfasts and Lunches will be in *Millennium Hall*

Breakfast will be served from 6:30 AM until 8:00 AM.

Dinner

Monday – Dinner will be part of the Growth Boot Camp in *Commonwealth Hall*

Tuesday – Dinner will be part of the Opening Keynote in *Millennium Hall*

Wednesday – Dinner will be part of the Vendor Fair in *Millennium Hall*

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

Friday – Dinner at *Triumph Brewing Company*

General Sessions

Monday Night – *Commonwealth CD*

Tuesday –

Growth Boot Camp – *Regency Ballroom*

Service Managers Boot Camp – *Regency Ballroom & Millennium Hall*

Bench Talk Live – *Commonwealth Hall*

Opening Keynote – *Millennium Hall*

Wednesday – *Regency Ballroom*

Thursday – *Regency Ballroom*

Friday – *Regency Ballroom*

Individual Apple Meetings

Wednesday & Thursday afternoons – *Commonwealth A*

Special Events

Tuesday, May 14th

ASMC Welcome Reception & Tech Data Vendor Showcase 6:00 - 8:00 PM
Join us for drinks, light snacks and live solo jazz guitar with some of your favorite vendors.

Opening Keynote: Evolve or Die – with Robin Crow 8:00 - 9:30 PM

ASMC “After Hours”
Live Music in the ASMC Lounge 9:30 - Midnight
Sponsored by Tech Data and The Foundation, featuring local standouts **Drew Nugent & The Midnight Society**

Wednesday, May 15th

ASMC “Emerging Vendor” Fair anchored by Dr. Bott 6:30 - 9:30 PM
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 - Midnight
Sponsored by Navarre, featuring award-winning singer-songwriter **Michael McNevin** and the first ever “**ASMC Open Mic**” session.

Thursday, May 16th

ASMC Vendor Fair anchored by Ingram Micro 6:30 - 9:30 PM
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 - Midnight
Sponsored by SKECH and featuring guitarist **Michael McNevin** and the inaugural “**ASMC Jam Session**” - we brought the gear, you just need to bring yourself and be ready to rock

Friday, May 17th

A Night on the Town 5:30 - 11:30 PM
Join us as we travel from colonial times to the 23rd century. Our adventure begins with **Dinner** and the **Old City Ghost Tour** and concludes with **Star Trek Into Darkness** at the Franklin Institute.



Tuesday, May 14th

6:30 - 8:00 AM – ASMC Breakfast

Millennium

7:00 AM – Conference Registration

Regency

ASMC Growth Boot Camp Track

8:00 AM – **Keynote: How to Build the Business You want**

Regency

Graham Birkenhead will introduce you to the ASMC Business Growth Model which will help you to develop, organize and manage your growth strategy.

9:30 AM – **Growth Boot Camp Small Group Meetings**

Various Rooms

ASMC Peer Group discussions with our speakers.

12:00 PM – ASMC Lunch

Millennium

1:00 PM – **Keynote: Building a Growth Strategy for Your Business**

Regency

John Jantsch will teach how to develop an organic strategy for growth based on the unmet needs, goals and wants of your current customer base. One hour Keynote followed by exercises.

2:45 PM – Break

3:00 PM – **Building the Financial Foundation for Growth** - Greg Crabtree

Regency

Whether your plans are to grow or to just maintain profitability, Greg's 4 Keys to Building a Solid Business Foundation will give you the road map you need to achieve your goals.

4:00 PM – **Getting Your Growth Plan In Gear** - Andrew Penny

Regency

Any growth plan needs to be based on a firm understanding of who we are. We also need to understand the market we are growing into. This session will provide a review of our Survey and a high level view of the B2B and B2C markets.

ASMC Service Manager Boot Camp Track

8:00 AM – **Keynote: How to Build the Business You want**

Regency

(see description above)

9:00 AM – Break

9:30 AM – **ASMC Service Manager Boot Camp Orientation**

Millennium

10:30 AM – **Financial Benchmarks for Your Service Department**

Millennium

We will cover essential metrics and see how your service department compares to industry norms.

12:00 PM – ASMC Lunch

Millennium

1:00 PM – **Keynote: Building a Growth Strategy for Your Business**

Regency

(see description above)

2:30 PM – **AppleCare Bench Talk Live**

Commonwealth

Evening Events

6:00 PM – **ASMC Welcome Reception & Tech Data Vendor Showcase**

Millennium

Join us for drinks, light snacks and live solo jazz guitar.

8:00 PM – **ASMC Dinner & Opening Keynote**

Millennium

In this presentation/musical performance best-selling author of *Evolve or Die*, Robin Crow will share his Seven Steps to Rethink the Way You Do Business.

9:30 PM – **ASMC After Hours**

Millennium

Sponsored by Tech Data and The Foundation, featuring "hot jazz" from the 20's & 30's with local standouts *Drew Nugent & The Midnight Society*.

Wednesday, May 15th

6:30 - 8:00 AM – ASMC Breakfast

Millennium

General Session

8:00 AM – AppleCare Update - *Apple Specialists Only*

Regency

10:00 AM – Break

10:30 AM – ASMC Update

Regency

11:00 AM – **Keynote: The New Rules of Marketing & PR**

Regency

David Meerman Scott discusses how the web has profoundly changed the rules. Smart marketers now communicate with buyers through content rich websites, blogs, YouTube videos, ebooks, and other online media that buyers actually want to consume.

12:00 PM – ASMC Lunch

1:00 PM – Apple Specialist Update - *Apple Specialists Only*

Regency

2:00 PM – **Workshop: Buyer Persona and Content Marketing**

Regency

In this session David Meerman Scott will do a deep dive into how to conduct buyer persona research so you can develop a website with content-rich pages targeted precisely to your market.

4:00 PM – Break

4:30 PM – **Solution Panel: “Best of” Marketing**

Regency

This session presents the best marketing efforts each of the panelists executed in 2012.

5:30 PM – **Solution Panel: Fix Your Website**

Regency

This panel will feature examples of effective online content and demos of various Content Managements Systems such as WordPress.

ASMC Service Manager Boot Camp Track

8:00 AM – AppleCare Update - *Apple Specialists Only*

10:30 AM – **The Command Line Mindset**

Commonwealth

Learn how to harness the power of the command line interface in your service department.

1:00 PM – **Safeware Service Opportunity**

Commonwealth

1:30 PM – **Service Manager Peer Groups**

Commonwealth

2:30 PM – **Selling AppleCare via AppleCare Service**

Commonwealth

Presented by Rick Ballestrazze and Jeff Picketts

3:00 PM – **The Automation Mindset**

Commonwealth

Learn how to gain efficiency through automation without having to have a Computer Science Degree.

3:00 PM – **AppleCare Field Rep Meetings**

Commonwealth A

4:00 PM – Break

5:00 PM – **Service Manager Peer Groups**

Commonwealth

Evening Events

6:30 PM – **ASMC Vendor Fair / An Evening with Dr. Bott**

Millennium

Don't miss the Raffle at the end!

(Must be present to win, one ticket redeemable per person)

9:30 PM – **ASMC After Hours**

Commonwealth

Sponsored by Navarre, join us for the first ever “ASMC Open Mic” session.

Thursday, May 16th

6:30 - 8:00 AM – ASMC Breakfast

Millennium

General Session

8:00 AM – ASMC Business Meeting - *Apple Specialists Only*

Regency

9:00 AM – Apple Channel Update - *Apple Specialists Only*

Regency

10:00 AM – Break

10:30 AM – Platinum Sponsor: SKECH

Regency

11:00 AM – Selling Like a Pro

Regency

Bob Phibbs will share his proven Retail Sales System which can increase your retail sales, increase your merchandise turn and decrease employee turnover.

12:00 PM – Speed Dating Lunch

Millennium

2:00 PM – The NPD Group: Retail Market Data

Commonwealth

We will take a look at our industry using NPD's point of sale and consumer tracking data.

2:30 PM – ASMC Growth Program Recap Part 1

Millennium

In the first hour we will review the results of the ASMC Growth Survey run by Kingsford Consulting.

3:30 PM – Break

4:00 PM – ASMC Growth Program Recap Part 2

Millennium

In the second hour we will review the new ASMC Business Growth Model that was introduced as part of the ASMC Growth Boot Camp session Tuesday.

5:00 PM – ASMC Solution Panel: Diversify or Die

Millennium

In this session moderated by Duane Burghard, several Apple Specialists will share what steps they have taken to diversify their businesses. There will be a lively open discussion portion to this session.

ASMC Retail Boot Camp Track

11:00 AM – Selling Like a Pro

Regency

2:00 PM – The NPD Group: Retail Market Data

Commonwealth

2:30 PM – Essential Metrics for Retail

Commonwealth

During this one hour session with Bob Phibbs, you will gain a solid understanding of the 6 essential reports you must examine regularly.

3:00 PM – Apple Channel Sales Rep Meetings

Commonwealth A

3:30 PM – Break

4:00 PM – ASMC Solution Panel: Store Operations Best Practices

Commonwealth

From controlling costs to improving sales, we'll cover best practices for single & multiple locations.

Commonwealth

5:00 PM – ASMC Solution Panel: Employee Handbook Best Practices

Is your employee handbook helping protect you from harassment charges and wrongful termination suits? Bring a digital copy of your employee handbook to this session.

Evening Events

6:30 PM – ASMC Vendor Fair Anchored by Ingram Micro

Regency

Don't miss the Raffle at the end!

(Must be present to win, one ticket redeemable per person)

9:30 PM – ASMC After Hours

Commonwealth

Sponsored by SKECH, join us for the inaugural "ASMC Jam Session".

Friday, May 17th

6:30 - 8:00 AM – ASMC Breakfast

Millennium

General Session / Retail Boot Camp Track

8:00 AM – **Apple Channel Marketing Update - *Apple Specialists Only***

Regency

9:00 AM – **Break**

9:30 AM – **Keynote: Visual Merchandising**

Regency

Visual Merchandising is the management of space, light, color, shape and signage. Diane Meier will show us how it is all part of the language you can use to delight, instruct and fulfill your customers.

10:30 AM – **How to Train & Manage Your Sales Team** – Bob Phibbs

Regency

They're the most important factor to your success and yet, many business owners put their employees on autopilot. This is the presentation that raises your team from lowly clerks to the top of the selling mountain!

12:00 PM – **ASMC Lunch**

Millennium

1:00 PM – **Safe Payment Procedures For Your Store** - Jazmin Hupp

Regency

You'll learn how you can tell the difference between real and fraudulent forms of payment and identification.

2:00 PM – **Workshop: Pulling It All Together**

Regency

In this interactive workshop, we will work individually and in small groups, and begin the process of developing our own "Retail Action Plans" for moving forward.

Evening Events

5:30 PM – **ASMC Night on the Town**

Lobby

Join us as we travel from colonial times to the 23rd century. Buses leave from the lobby at 5:30 sharp.

Dinner

We will have dinner at Triumph Brewing Company located at the hub of Historic Philadelphia's thriving nightlife scene. Triumph's industrial-yet-swanky decor is enough to turn heads – as is the unisex bathroom – but the award-winning selection of home-brewed lagers and ales definitely ups the ante.

Old City Ghost Tour

Our Haunted tour guide will take us on a 75 minute walking tour through the streets of Independence Park and Society Hill. Strange tales and reported hauntings will be recounted.

Star Trek Into Darkness

What better way to enjoy the opening night of the latest Star Trek film than with your fellow geeks?

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