

Fall Conference 2014: Agenda

October 20-24 | Sheraton Denver Downtown - Denver, CO

Event Logistics

Registration

Registration will be located in the **South Lobby** outside the Grand Ballroom

Breakfast

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

Tuesday - Thursday - Breakfast will be served in the **South Lobby** outside the Grand Ballroom

Friday - Breakfast will be served in the **Vail Room** across from the Majestic Ballroom

Lunch

Tuesday - Thursday - Lunch will be served in the **South Lobby** outside the Grand Ballroom

Friday - Lunch will be served in the **Vail Room** across from the Majestic Ballroom

Dinner

Monday - Dinner will be served in the **Grand Ballroom**

Tuesday - Dinner will be served at the **Denver Art Museum**

Wednesday - Dinner will be part of the Vendor Fair in the **Grand Ballroom**

Thursday - Dinner will be served in the **Crawford Hotel** at Historic Union Station

General Sessions

Tuesday - Thursday - General Sessions will be held in the **Grand Ballroom**

Friday - General Session will be held in the **Majestic Ballroom**

Individual Apple Meetings

Tuesday - AppleCare Reps - **Tower Room D**

Wednesday - Apple Channel Sales Reps - **Tower Room D**

Special Events

Monday, Oct. 20th

ASMC Welcome Reception & Vendor Fair Anchored by Ingram Micro 5:30 - 8:00 PM
Grand Ballroom

ASMC Dinner and Opening Keynote 8:00 - 9:30 PM
Grand Ballroom

ASMC After Hours Lounge & Raffle 9:30 - 11:30 PM
Sponsored by Ingram Micro **Grand Ballroom**
(Must be present to win. One ticket redeemable per person.)

Tuesday, Oct. 21st

ASMC Speed Dating Reception & Dinner 5:30 - 9:30 PM
Denver Art Museum

Wednesday, Oct. 22nd

ASMC Vendor Fair 6:30 - 9:30 PM
Anchored by Tech Data **Grand Ballroom**
Don't miss the Raffle at the end!
(Must be present to win. One ticket redeemable per person.)

ASMC After Hours Lounge 9:30 - 11:30 PM
Sponsored by Navarre **South Lobby**

Thursday, Oct. 23rd

ASMC Night on the Town 5:30 - 10:00 PM
Historic Union Station & Downtown Denver

Friday, Oct. 24th

Workshop: Extreme Leadership for Small Business with Steve Farber 8:30 AM - 4:30 PM
Majestic Ballroom

Agenda: Opening Night

Monday, Oct 20

4:30 PM	ASMC Registration	<i>South Lobby</i>	8:00 PM	ASMC Dinner and Opening Keynote: <i>The Power of Story</i>	<i>Grand Ballroom</i>
5:30-8 PM	ASMC Welcome Reception and Vendor Fair Anchored by Ingram Micro	<i>Grand Ballroom</i>	9:30 PM	ASMC After Hours & Raffle Sponsored by Ingram Micro	<i>Grand Ballroom</i>

Agenda: Day 1

Tuesday, Oct 21

6:30 AM	ASMC Breakfast	<i>South Lobby</i>	1:30 PM	Watchman Monitoring	<i>Grand Ballroom</i>
8:00 AM	ASMC Welcome	<i>Grand Ballroom</i>	2:00 PM	ASMC Sales Workshop: Storytelling and Sales - Deborah Braun, Blake Eastman & Laura Posey	<i>Grand Ballroom</i>
8:30 AM	AppleCare Update <i>- Apple Specialists & Resellers Only</i>	<i>Grand Ballroom</i>	4:00 PM	Selling VoIP for Success & Profit - Scott Keith, Webfones	<i>Grand Ballroom</i>
10:00 AM	Keynote: How to Close More Sales with Laura Posey	<i>Grand Ballroom</i>	4:00 PM	DeepSpar Data Recovery - Mike Volchok, Mike's Tech Shop	<i>Windows Room</i>
10:00 AM	ASMC Service Manager Boot Camp Orientation	<i>Windows Room</i>	4:00 PM	Individual AppleCare Rep Meetings	<i>Tower Room D</i>
12:00 PM	ASMC Lunch	<i>Grand Ballroom</i>	Evening Events		
1:00 PM	Vendor Presentation Fugoo/ThornCrest	<i>Grand Ballroom</i>	5:30 PM	Depart for Speed Dating Dinner	
1:00 PM	AppleCare Bench Talk Live	<i>Majestic Ballroom</i>	6:00 PM	ASMC Speed Dating Dinner & Reception	<i>Denver Art Museum</i>

Agenda: Day 2

Wednesday, Oct 22

6:30 AM	ASMC Breakfast <i>South Lobby</i>	1:15 PM	ASMC Solution Panel Private Online Stores & Help Desk <i>Windows Room</i>
8:00 AM	ASMC Member Meeting - <i>Apple Specialists & Resellers Only</i> <i>Grand Ballroom</i>	2:00 PM	Managed Services for Everyone - Allen Hancock <i>Windows Room</i>
8:30 AM	Apple Channel Sales Update - <i>Apple Specialists & Resellers Only</i> <i>Grand Ballroom</i>	3:15 PM	ASMC Marketing Workshop: Telling Your Story - Cliff Eberhardt, Blake Eastman, Mike McFarland & Kevin Langdon <i>Windows Room</i>
9:30 AM	ASMC Update <i>Grand Ballroom</i>	3:30 PM	ASMC Service Manager Boot Camp Deep Dive: Remote Support <i>Silver Room</i>
10:30 AM	Keynote: Visual Storytelling with Ekaterina Walter <i>Grand Ballroom</i>	3:30 PM	Individual Apple Sales Rep Meetings <i>Tower Room D</i>
10:30 AM	ASMC Service Manager Boot Camp Session Managed Services & Managed Backup <i>Windows Room</i>	4:15 PM	ASMC Service Manager Deep Dive: Help Desk <i>Silver Room</i>
11:30 AM	Rainmaker Website Platform <i>Grand Ballroom</i>	5:00 PM	Avoiding Disaster Solution Panel - <i>Apple Specialists & Resellers Only</i> <i>Windows Room</i>
12:00 PM	ASMC Lunch <i>South Lobby</i>	5:00 PM	ASMC Service Manager Lab Session <i>Silver Room</i>
1:00 PM	Vendor Presentations Backblaze & ScreenConnect <i>Windows Room</i>		
1:15 PM	ASMC Finance Workshop: Building a Solid Foundation, Preparing for Growth & What A Credit Manager Looks For - Greg Crabtree, Emily Chase Smith & Scott Tillesen, Tech Data <i>Silver Room</i>		

Evening Events

6:30 PM	ASMC Vendor Fair Anchored by Tech Data <i>Grand Ballroom</i>
9:30 PM	ASMC After Hours Sponsored by Navarre <i>South Lobby</i>

Agenda: Day 3

Thursday, Oct 23

6:30 AM	ASMC Breakfast	<i>South Lobby</i>
8:00 AM	Apple Channel Marketing Update <i>- Apple Specialists & Resellers Only</i>	<i>Grand Ballroom</i>
9:15 AM	Storytelling & Video - Blake Eastman	<i>Grand Ballroom</i>
10:15 AM	Keynote: Media Not Marketing with Brian Clark	<i>Grand Ballroom</i>
11:30 AM	ASMC Lunch	<i>South Lobby</i>
1:00 PM	The Power of Podcasting	<i>Grand Ballroom</i>
2:00 PM	Apple Customer Service Training	<i>Grand Ballroom</i>

Evening Events

5:00 PM **Depart for an Evening in Downtown Denver**

6:00 PM **Cocktails and Dinner**
Historic Union Station

When you step through any of the **Denver Union Station** entrances you'll automatically see that history got a makeover. Every detail of the stunning Great Hall space pays homage to a pioneer spirit while embracing a truly modern sensibility.

The Crawford is an independent Colorado hotel located in the historic Denver Union Station. Offering a unique guest experience, **The Crawford** integrates a profound respect for Denver's halcyon heritage with striking, modern luxury.

Agenda: Day 4

Friday, Oct 24

7:00 AM	ASMC Breakfast	<i>Vail Room</i>	12:00 PM	ASMC Lunch	<i>Vail Room</i>
8:30 AM	Workshop: Extreme Leadership for Small Business Part I	<i>Majestic Ballroom</i>	1:00 PM	Workshop: Extreme Leadership for Small Business Part II	<i>Majestic Ballroom</i>

Based on the work of best-selling leadership author, Steve Farber, this powerful and transformational workshop explores the key tenets of the Extreme Leadership Framework and guides you in applying them to your personal and professional leadership challenges.