

Spring Conference 2015: Agenda

May 4-7 | Hyatt Regency SFO | San Francisco, CA



Event Logistics

Registration

Registration will be located in *Grand Peninsula Foyer* outside the *Grand Peninsula Ballroom*

Breakfast

All Breakfasts will be served from 6:30 AM until 8:00 AM in the *Grand Peninsula Foyer*

Lunch

All lunches will be served in the *Atrium* except for the Speed Dating Lunch on Tuesday.

Tuesday - Speed Dating Lunch will be served in the *Grand Peninsula Foyer*

Dinner

Monday – Dinner will be in *Grand Peninsula ABCD*

Tuesday – Dinner will be part of the Vendor Fair in *Grand Peninsula DEFG*

Wednesday – Dinner will be part of the Vendor Fair in *Grand Peninsula DEFG*

Thursday – Dinner will be *offsite* as part of the ASMC Social Events

General Sessions

All General Sessions will be held in *Grand Peninsula ABCD*

Breakout Sessions

Breakout Sessions will be held in

- *Grand Peninsula ABCD*
- *Sandpebble CD*
- *Harbour Room A*
- *Harbour Room B*

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Special Events

Monday, May 4th

- | | |
|--|---|
| ASMC Welcome Reception | 5:30 - 7:00 PM
<i>Grand Peninsula ABCD</i> |
| ASMC Dinner | 7:00 - 8:30 PM
<i>Grand Peninsula ABCD</i> |
| ASMC Opening Session | 8:30 - 8:45 PM
<i>Grand Peninsula ABCD</i> |
| Book Club: Sci-Fi
An Improvised Novel | 9:00 - 10:00 PM
<i>Grand Peninsula ABCD</i> |
| ASMC After Hours Lounge
Live Acoustic Music & Drinks | 10:00 - 11:00 PM
<i>Grand Peninsula Foyer & ABCD</i> |

Tuesday, May 5th

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|--|---|
| ASMC Vendor Fair & Raffle
Anchored by Ingram Micro | 6:30 - 9:30 PM
<i>Grand Peninsula DEFG</i> |
| ASMC After Hours Lounge
Ingram Micro Cinco de Mayo Party | 9:30 - 11:30 PM
<i>Scalini Room</i> |

Wednesday, May 6th

- | | |
|---|--|
| ASMC Vendor Fair | 6:30 - 9:30 PM
<i>Grand Peninsula DEFG</i> |
| ASMC After Hours Lounge & Raffle
Sponsored by Navarre | 9:30 - 11:30 PM
<i>Grand Peninsula ABCD</i> |

Thursday, May 7th

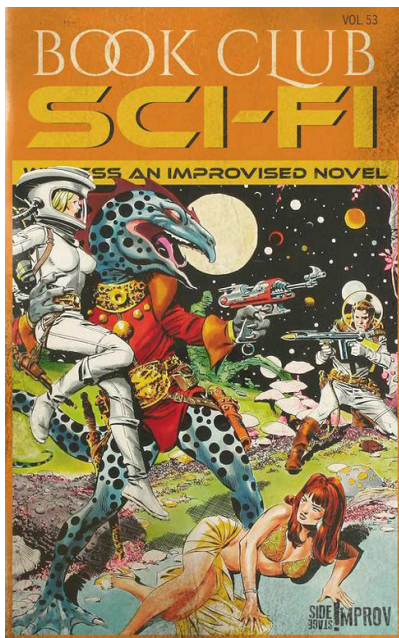
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|-------------------------------|--|
| ASMC Night on the Town | 5:30 - 10:00 PM
<i>San Francisco Giants at AT&T Park or Dinner & A Show</i> |
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Agenda: Day 1

Monday, May 4



- 12:00 PM **ASMC Registration** *Grand Peninsula Foyer*
- 1:00 PM **DriveSavers Campus Tour**
Busses leave at 1:00 PM. Meet in *Grand Peninsula Foyer* at 12:45 PM
- 5:30 PM **ASMC Welcome Reception** *Grand Peninsula ABCD*
- 7:00 PM **ASMC Dinner** *Grand Peninsula ABCD*
- 8:30 PM **ASMC Opening Session** *Grand Peninsula ABCD*
- 9:00 PM **Book Club: Sci-Fi - An Improvised Novel** *Grand Peninsula ABCD*
- 10:00 PM **ASMC After Hours Lounge** *Grand Peninsula Foyer & ABCD*
Live Acoustic Music & Drinks



Book Club: Sci-fi - An Improvised Novel

The cosmos is our playground.

Outer Space! Some say it is where life began. Some say it is where we will find our destiny. It is unquestionably a frontier of adventure, exploration, and pulpy, weird romance.

Grab your ray gun, salute your space-commander (or flip them the space-bird), and strap on your jet pack. There's no time like the future to blast off beyond the stars -- with **BOOK CLUB: Sci-Fi**.

About Book Club

Each month, the members of Sidestage Improv's **BOOK CLUB** come together and create a live, full-length novel from a single audience suggestion. They draw on the tone, techniques, and spirit of your favorite literary genres to deliver one of the most unique and hilarious shows in town.

Agenda: Day 2 - Essentials Track

Tuesday, May 5



Daytime Events

- 6:30 AM ASMC Breakfast *Grand Peninsula Foyer*
- 8:00 AM Apple Channel Sales Update *Grand Peninsula ABCD* - NOTE: Apple Reseller Personnel Only
- 9:00 AM ASMC Update I *Grand Peninsula ABCD*
- 9:30 AM General Session BREAK *Grand Peninsula ABCD*
- 10:00 AM ASMC Best Practices: Growth Strategy - MacSuperstore *Grand Peninsula ABCD*
- 10:45 AM ASMC Best Practices: Safeware - Springboard Media *Grand Peninsula ABCD*
- 11:00 AM Quick Start: Managed Services *Grand Peninsula ABCD*
- 12:00 PM Speed Dating Lunch *Grand Peninsula Foyer*
- 2:00 PM ASMC Best Practices: Synchrony Financial - SimplyMac, Tekserve *Grand Peninsula ABCD*
- 2:30 PM Vendor Presentations: GUNNAR, Uniden & Canon *Grand Peninsula ABCD*
- 3:00 PM AppleCare Individual Rep Meetings *Harbour A*
- 3:15 PM General Session BREAK *Grand Peninsula ABCD*
- 3:30 PM Understanding Online Privacy for Sales & Owners *Grand Peninsula ABCD*
- 3:45 PM Role Playing Tools for Staff Development *Harbour B*
- 4:15 PM ASMC Business Improvement Groups *Grand Peninsula ABCD*
- 5:00 PM The Apple Way: Marketing, Merchandising & Branding *Grand Peninsula ABCD*

Evening Events

- 6:00 PM ASMC Vendor Fair & Raffle *Grand Peninsula DEFG*
Anchored by Ingram Micro
(Must be present to win. One ticket redeemable per person.)
- 9:30 PM ASMC After Hours Lounge *Scalini Room (on Atrium Level)*

Agenda: Day 2 - Service Manager Boot Camp

Tuesday, May 5



Daytime Events

- 6:30 AM ASMC Breakfast *Grand Peninsula Foyer*
- 8:00 AM Service Manager Boot Camp Orientation *Sandpebble CD*
- 8:30 AM Understanding Online Privacy for Technicians *Sandpebble CD*
- 9:15 AM Email Soup to Nuts for Technicians *Sandpebble CD*
- 9:45 AM DeepSpar: Software Recovery Overview Part 1 *Sandpebble CD*
- 10:30 AM Service Manager Boot Camp BREAK *Sandpebble CD*
- 10:45 AM ASMC Best Practices: Safeware - Springboard Media *Grand Peninsula ABCD*
- 11:00 AM Quick Start: Managed Services *Grand Peninsula ABCD*
- 12:00 PM Speed Dating Lunch *Grand Peninsula Foyer*
- 2:00 PM DeepSpar: Software Recovery Overview Part 2 *Sandpebble CD*
- 2:45 PM Service Manager Boot Camp BREAK *Sandpebble CD*
- 3:00 PM AppleCare Individual Rep Meetings *Harbour A*
- 3:00 PM DeepSpar: Hardware Imaging *Sandpebble CD*
- 4:00 PM DeepSpar Lab/Q&A *Sandpebble CD*
- 4:30 PM Intro to Help Desk *Sandpebble CD*
- 5:00 PM Advanced Help Desk Discussion *Harbour B*
- 5:15 PM PIMS for Technicians *Sandpebble CD*

Evening Events

- 6:00 PM ASMC Vendor Fair & Raffle *Grand Ballroom D-G*
Anchored by Ingram Micro
(Must be present to win. One ticket redeemable per person.)
- 9:30 PM ASMC After Hours Lounge *Scalini Room (on Atrium Level)*

Agenda: Day 3 - Essentials Track

Wednesday, May 6



Daytime Events

- 6:30 AM ASMC Breakfast *Grand Peninsula Foyer*
- 8:00 AM ASMC Business Meeting *Grand Peninsula ABCD* - NOTE: ASMC Members Only
- 9:00 AM ASMC Update II *Grand Peninsula ABCD*
- 9:45 AM General Session BREAK *Grand Peninsula ABCD*
- 10:00 AM ASMC Best Practices: Online Marketing - TD Curran *Grand Peninsula ABCD*
- 10:30 AM ASMC Strategic Partnership Announcement *Grand Peninsula ABCD*
- 11:00 AM Quick Start: Business Agility *Grand Peninsula ABCD*
- 12:00 PM ASMC Lunch *Atrium*
- 1:00 PM AppleCare Update *Grand Peninsula ABCD* - NOTE: Apple Authorized Service Providers Only
- 2:00 PM Vendor Presentations: Watchman, DriveSavers, X-Doria *Grand Peninsula ABCD*
- 3:00 PM ASMC Best Practices: POS - MacExperience, Create More *Grand Peninsula ABCD*
- 3:00 PM Apple Channel Sales Individual Rep Meetings *Harbour A*
- 3:30 PM General Session BREAK *Grand Peninsula ABCD*
- 3:45 PM ASMC Best Practices: Customer Training *Grand Peninsula ABCD*
- 4:15 PM ASMC Marketing Program Update & SEO Overview *Grand Peninsula ABCD*
- 5:15 PM Explaining Technical Issues for Sales & Owners *Grand Peninsula ABCD*

Evening Events

- 6:00 PM ASMC Vendor Fair *Grand Peninsula DEFG*
- 9:30 PM ASMC After Hours Lounge & Raffle *Grand Peninsula ABCD*
Sponsored by Navarre
(Must be present to win. One ticket redeemable per person.)

Agenda: Day 3 - Service Manager Boot Camp

Wednesday, May 6



Daytime Events

- 6:30 AM ASMC Breakfast *Grand Peninsula Foyer*
- 8:00 AM Explaining Technical Issues/Dealing with Emotional Customers *Harbour B*
- 9:00 AM Getting Started with Paid Phone Support *Harbour B*
- 9:45 AM Service Manager Boot Camp BREAK *Harbour B*
- 10:00 AM Service Pricing: Industry Norms and Best Practice Discussion *Harbour B*
- 11:00 AM Service Triage *Harbour B*
- 12:00 PM ASMC Lunch *Atrium*
- 1:00 PM AppleCare Update *Grand Peninsula ABCD* - NOTE: Apple Authorized Service Providers Only
- 2:00 PM AppleCare Special Topics *Sandpebble CD* - NOTE: Apple Authorized Service Providers Only
- 3:00 PM AppleCare Bench Talk Live *Sandpebble CD* - NOTE: Apple Authorized Service Providers Only

Evening Events

- 6:00 PM ASMC Vendor Fair *Grand Peninsula DEFG*
- 9:30 PM ASMC After Hours Lounge & Raffle *Grand Peninsula ABCD*
Sponsored by Navarre
(Must be present to win. One ticket redeemable per person.)

Agenda: Day 4

Thursday, May 7



Daytime Events

- 6:30 AM **ASMC Breakfast** *Grand Peninsula Foyer*
- 8:00 AM **DriveSavers Campus Tour** Meet in *Grand Peninsula Foyer* at 7:45 AM
Busses leave at 8:00 AM & return at noon.
- 8:00 AM **The Apple Way: Marketing, Merchandising & Branding** *Grand Peninsula ABCD*
- 9:00 AM **General Session BREAK** *Grand Peninsula ABCD*
- 9:15 AM **ASMC Initiatives for the Smaller/Emerging Dealer** *Grand Peninsula ABCD*
- 10:15 AM **ASMC Best Practices: TBA** *Grand Peninsula ABCD*
- 11:30 AM **ASMC Lunch** *Atrium*
- 1:00 PM **ASMC Best Practices: Service & Services - Mac-O-Rama** *Grand Peninsula ABCD*
- 2:00 PM **Marketing Workshop: How to Tell Your Company's Story** *Grand Peninsula ABCD*

Evening Events

- 5:00 PM **ASMC Night At the Ball Park** *Offsite*
Dinner and a game with the World Champion San Francisco Giants at *AT&T Park*
Buses should return by 10:30 PM
- 6:00 PM **ASMC Dinner And A Show** *Offsite*
Dinner at the *Stinking Rose* followed by *Beach Blanket Babylon*
Buses should return by 10:30 PM