

9:30 a.m. – 10:30 a.m.

Best Practices in Internet Marketing

Speaker: Bill Geist

Chesapeake 7-9

Sponsored by Crescent Hotels & Resorts

For almost all of us, internet envy is a constant struggle. We all know people who traverse the web, read ecommuniques and blogs, listen to podcasts, watch video podcasts and wonder what's next? Sound familiar? Hey, it's not easy keeping up with the twists and turns of Web 2.0. This presentation from Internet marketing expert Bill Geist will get you up-to-date on the latest strategies in connecting with your customers online.

Attendees will:

- Recognize how to include blogs, Social Media, video and user generated content in your marketing strategy.
- Realize the importance of imagery and navigation to the buying process.
- Understand why e-mail is still king...and how to make yours sing.
- Come away with ideas that won't cost an arm and a leg and that you can implement within weeks of returning from ABA.

Orientation Workshop: Your Script to STARdom

Presented by Orientation Subcommittee Members

Chesapeake D-F

Sponsored by Theatre Direct International

Whether you are a first-time STAR delegate or a Marketplace veteran, this workshop will help you prepare for an exciting and valuable Marketplace week. Marketplace leaders willingly share their expertise and insights and help you discover the "ins and outs" of Marketplace. Discover the secrets to preparing yourself for the Marketplace business floor and ABA's uniquely different Marketplace. Don't miss this dynamic session!

11:00 a.m. – 12:00 p.m.

How to Get More Business in Today's Economy Without Increasing Your Marketing Budget

Chesapeake 7-9

Speaker: Joyce Weiss

Sponsored by Hyatt Hotels & Resorts, Hyatt Place and Hyatt Summerfield Suites

This workshop will teach you techniques to expand your network client base and positively affect your bottom line. Joyce has researched businesses that constantly change in order to keep ahead of their competition and to fit the needs of their customers, and she will share these best practices with you. Come prepared to learn, laugh, and recharge! Attendees will:

- Discover how to differentiate themselves from the competition.
- Reinforce the importance of creating networking partnerships both face to face and on-line.
- Remove barriers when selling to others.

11:00 a.m. – 12:00 p.m. (continued)

Leading From the Rough

Speaker: John Kennedy

Chesapeake D-F

Sponsored by Red Roof Inns

In these ever-changing times, now more than ever there is a need for effective and successful leadership. From motivation without the money to respect-level leadership, John is not afraid to attack this issue head-on. It is time to step up or step off and John's dynamic style will lead the way. Attendees will:

- Discover the Canolli Factor of Motivation and Retention.
- Realize how to zero in on the producers as well as the problem child.
- Appreciate why mediocrity is not welcome in your house...now or ever again!

2:30 p.m. – 3:30 p.m.

Facilitation Skills for Leaders: How to Build Trust

Chesapeake D-F

Speaker: Joyce Weiss

Sponsored by Hyatt Hotels & Resorts, Hyatt Place and Hyatt Summerfield Suites

Creating an environment of trust is a challenge for many leaders. What can a leader do when no one disagrees because of fear of conflict? Passivity and sarcasm usually result when employees fear retribution for telling the truth. This program will give you tips on how to use facilitation skills in order to achieve your desired results. Participants will be better prepared to encourage employees to speak honestly and not filter brutal facts. Attendees will:

- Recognize the danger when egos become more important than results.
- Learn practice exercises to build communication bridges.
- Design a code of honor to govern the internal behavior of the team.

Taming the E-mail Beast

Speaker: Randall Dean

Chesapeake 7-9

Sponsored by American Mountain Theater Inc.

Is your email in box out of control? Most people see email as a constant interrupter that keeps them from focusing on important tasks. Your personal habits might make e-mail/information overload even worse. This seminar will show you a proven e-mail organization system to help you create an appropriate place for all of your archival e-mails. You will build a new routine to be in control of your e-mail account and learn how to get your inbox clean without missing important "to do's". Attendees will:

- Take your email account from "messy and disorganized" to "clean and controlled".
- Identify when e-mail is not the best or most efficient mode of communication, and learn when to stop unproductive and annoying "e-mail loops".
- Learn how to convert e-mails into tasks, calendar events, and new contacts, allowing those messages to be moved or deleted from your inbox.

4:00 p.m. – 5:00 p.m.

Today's Trends are Tomorrow's Dollars

Speaker: Bill Geist

Chesapeake D-F

Sponsored by Crescent Hotels & Resorts

Changes in the way consumers choose the travel products they crave, how experience is becoming a hotter commodity than possessions, the time poverty that drives us all...and more. In "Today's Trends," Bill suggests ways to capitalize on these and other changes in lifestyle to increase sales, appreciation, buzz and brand awareness. From traditional media to internet, from designing new experiences to creating messages that resonate, audiences will come away with ideas that they can begin to implement within the week.

Attendees will:

- Capitalize on the majority of consumers that are cutting back on travel because of the economy.
- Develop experiences, products and marketing messages that are relevant.
- Integrate new communication strategies into your marketing mix.

Permission to Speed: A Road Trip to Success

Speaker: Rich DiGirolamo

Chesapeake 7-9

Sponsored by HMSHost

What can five strangers teach you about business success? Pack your bags, secure your seatbelt and come take a forty-mile journey that might change what you think about your organization, the people you work with or perhaps even the people you hang out with. Learn how to redirect your organizations thinking, spark a change in attitudes, and drive your team to greater success. Oh, and you might also learn a useful thing or two about yourself; which is really why you're attending this session in the first place...right?

Attendees will:

- Incorporate effective communication strategies for building relationships.
- Learn how to use IGNORE-ance to conquer limiting belief systems.
- Find your teammates hidden qualities and drive the BUSIness forward.