

TIME	Thursday, January 3, 2019			
	<p>Beginner Sales Success</p> <p>Contributing Sponsor Fields service quality commitment</p>	<p>Advanced Sales Success</p> <p>Contributing Sponsor Fields service quality commitment</p>	<p>Social Media & Marketing</p>	<p>Entrepreneur's Essentials</p>
9:00 a.m.-9:45 a.m.	<p>How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI</p> <p style="text-align: right;">W110</p>			
10:00 a.m.-10:50 a.m.	<p>Time is Money: Maximize Your Dollars Per Minute Carolyn Strauss, Carolyn Strauss Consulting</p> <p style="text-align: right;">W101</p>	<p>Capitalize on Collaboration: Understanding Your Clients' Needs Diane Ciotta, Training Classics</p> <p style="text-align: right;">W102</p>	<p>Self-Promotion Campaigns That Wow, Engage & Get Results Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu</p> <p style="text-align: right;">W103</p>	<p>Made to Make it: Starting & Growing Your Business Ryan Moor, Ryonet, & Brett Bowden, Printed Threads</p> <p style="text-align: right;">W104</p>
11:00 a.m.-11:50 a.m.	<p>Storytelling: Share Your Story, Convince Clients, Convert Leads Bobby Lehew, commonsku</p> <p style="text-align: right;">W101</p>	<p>Five Secrets to Creating Million-Dollar Success Greg Muzzillo, Proforma</p> <p style="text-align: right;">W102</p>	<p>Increase Your Visibility & Leads Through LinkedIn Jay Busselle, Equipment Zone</p> <p style="text-align: right;">W103</p>	<p>Diversity Opens Doors: Selling to Major Corporations & the Fortune 500 Kathy Cheng, Redwood Classics Apparel & Panel</p> <p style="text-align: right;">W104</p>
Noon-12:50 p.m.	<p>Put Your Passion to Work: Hone Your Sales Strategy & Grow Your Base Brett Bowden, Printed Threads</p> <p style="text-align: right;">W101</p>	<p>Selling to Women: Gain Insight Into These Influencers Carolyn Strauss, Carolyn Strauss Consulting</p> <p style="text-align: right;">W102</p>	<p>Reach Every Customer: Proven Marketing Strategies to Complement Your Online Presence Danny Friedman, DANNY, Inc.</p> <p style="text-align: right;">W103</p>	<p>Forget Market Fluctuations: Succeed Regardless of the Economy Meridith Elliott Powell, MotionFirst</p> <p style="text-align: right;">W104</p>
1:00 p.m.-2:00 p.m.	<p>Meet the Experts Lunch <i>(First come, first served. Space is limited)</i></p> <p>Contributing Sponsors: 3M/Promotional Markets Dept., asi/91240; Best Promotions USA, LLC, asi/40344; Custom Color Solutions, asi/47905; Fields Manufacturing, Inc., asi/54100; Fun Factory Line, Inc., asi/68451; Greater China, asi/58135; Magnet America, asi/68519; SanMar, asi/84863; Showdown Displays, asi/87188; Simba, asi/87296; Snugz/USA, Inc., asi/88060</p> <p style="text-align: right;">W110</p>			<p>Build Your Skill Set to Enhance Your Sales Effectiveness Conrad Franey, Elements of Success Consulting Group</p> <p style="text-align: right;">W104</p>
2:10 p.m.-3:00 p.m.	<p>How to Make 50%+ Profit on Every Order Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu</p> <p style="text-align: right;">W101</p>	<p>Tailor Your Pitch: Sales Tactics to Persuade Each Gender Carolyn Strauss, Carolyn Strauss Consulting</p> <p style="text-align: right;">W102</p>	<p>Showcase Yourself: Add Video to Your Social Media Mix Jay Busselle, Equipment Zone</p> <p style="text-align: right;">W103</p>	<p>Family Business Success: Turn Differences Into Dialogue Dr. Steve Treat, Council for Relationships</p> <p style="text-align: right;">W104</p>
3:10 p.m.-4:00 p.m.	<p>Overcome Client Objections: Effective Techniques to Win the Sale Diane Ciotta, Training Classics</p> <p style="text-align: right;">W101</p>	<p>Wake Up! Reenergize Your Sales Approach & Yourself Danny Friedman, DANNY, Inc.</p> <p style="text-align: right;">W102</p>	<p>Make Your Website Work for You: Expert E-Commerce Tools & Tips Ryan Moor, Ryonet</p> <p style="text-align: right;">W103</p>	<p>Vision, Strategy, Execution: How to Run Your Company Like a Boss Meridith Elliott Powell, MotionFirst</p> <p style="text-align: right;">W104</p>
4:10 p.m.-5:00 p.m.	<p style="text-align: right;">W101</p> <p style="text-align: right;">W102</p> <p style="text-align: right;">W103</p> <p style="text-align: right;">W104</p>			
5:00 p.m.-6:00 p.m.	<p>New Product Preview Reception </p> <p style="text-align: right;">W109</p>			

Download handouts from selected Education Day sessions at www.asishow.com/handouts.

Get full course descriptions and create your personal schedule in the *ASI Show Orlando* mobile app.






Education Day




 Corporate Gifts & Incentives	 Graphic Design & Product Decoration	 Multi-Decoration Design & Production	 Screen-Printing Success	 Business-Building Fundamentals
	Contributing Sponsor  STAHL'S <small>TRANSFER EXPRESS</small>	Contributing Sponsor  Digital Art Solutions <small>taking you from concept to production</small>		

Corporate Gifts 101: Expanding Your Business With Corporate Gifts & Incentives Barb Hendrickson, Visible Communication W106	Heat Press Transfers: What to Use When Mark Schwarb, Stahls*	Mastering Multi-Decoration Apparel With a Vinyl Cutter & Heat Press Craig Mertens, Digital Art Solutions W108	Stand Out & Attract More Clients With Strategic Marketing Rick Mancini, ASI W107
Corporate Gifts 201: What Corporate Gift Suppliers Can Do for You Barb Hendrickson, Visible Communication & Panel W106	Producing & Selling Profitable Rhinestone Multi-Decoration Apparel Craig Mertens, Digital Art Solutions W108	Profitable Opportunities in Monogrammed Wearables & Personalized Products Craig Mertens, Digital Art Solutions W108	Improve Your Website: Five Ways to Make a Dramatic Difference Steve Oswald, ASI W107
Corporate Gifts 301: How Distributors Are Profiting From Corporate Gifts Barb Hendrickson, Visible Communication & Panel W106	ESP Websites Workshop: Set Up Your Site From the Start Joan Miracle, ASI W107		

The Perfect Product for Your Buyers: Find It, Present It, Order It Through ESP Joan Miracle, ASI W107

Beginner Adobe Illustrator: Master the Fundamentals Steve Oswald, ASI *We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session. W105	Essential Graphics Skills for Apparel Decoration & Personalization Craig Mertens, Digital Art Solutions W108	Garment Screen-Printing Basics: Proven Ways to Start Your Own Shop Charlie Taublieb, Taublieb Consulting W106	News You Can Use: The 2019 ASI Ad Impressions Study Nate Kucsma, ASI W107
Intermediate Adobe Illustrator: Grow Your Skill Set Steve Oswald, ASI *We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session. W105	Maximizing Sales in the School, Team & Sports Markets Craig Mertens, Digital Art Solutions W108	Hands-on Workshop: Multicolor Garment Screen Printing Charlie Taublieb, Taublieb Consulting W106	Understanding the New Tax Law: How It Affects You & Your Business Stan Hansen, ASI Computer Systems & Dave Vagnoni, ASI W107
	Converting Vector Artwork to Embroidery & Appliqué Without Digitizing Craig Mertens, Digital Art Solutions W108		Social Networking Strategies That Drive Sales Michael D'Ottaviano, ASI W107

TIME	Friday, January 4, 2019 • Exhibit Day One	
8:30 a.m.-9:45 a.m.	Sell to Win <i>FREE</i>	<i>Contributing Sponsors: A.T. Designs, asi/30239; Citadel Brands LLC, asi/45222; Faro USA, asi/53697; Ferraris Group Sagl, asi/53951; LITEWAVE – Revella LLC, asi/65421; Snugz/USA Inc., asi/88060</i>
W304		
EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.		
 POWER SESSIONS		
11:00 a.m.-11:50 a.m.	Fire Up Your Imagination: Five Secrets to Developing Your Creativity	Bobby Lehew, commonsku
Booth #2179		
Noon-12:50 p.m.	Get the Most From Every Sale: Upselling & Cross-Selling	Danny Friedman, DANNY, Inc.
Booth #2179		
1:30 p.m.-2:20 p.m.	Top 10 Twitter Tips to Close the Deal	Jay Busselle, Equipment Zone
Booth #2179		
2:30 p.m.-3:20 p.m.	Seven Major Marketing Fails: Identify & Prevent These Common Mistakes	Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu
Booth #2179		
3:00 p.m.-5:00 p.m.	Cocktail Reception in the Corporate Gifts & Incentives Pavilion <i>(Cash Bar/Drink Tickets)</i>	
Location: 1400 aisle		
5:00 p.m.-6:00 p.m.	Counselor® Distributor Choice Awards <i>FREE</i>	
W304		
7:00 p.m.-10:00 p.m.	ASI Show Bash at Universal CityWalk™ <i>(Ticket Required)</i>	
<i>Contributing Sponsors: ALightPromos, asi/34194; Custom Printing II LTD, asi/47971; Logo Mats, LLC, asi/67849; Max Apparel, asi/69706; Next Level Apparel, asi/73867</i>		

TIME	Saturday, January 5, 2019 • Exhibit Day Two	
7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception <i>(Invitation Only)</i>	Hosted by Timothy M. Andrews  MEMBER ONLY BENEFIT
W307D		
8:30 a.m.-9:45 a.m.	Keynote with Cal Ripken Jr. <i>FREE</i>	<i>Contributing Sponsors: Next Level Apparel, asi/73867; Showdown Displays, asi/87188; Stahls', asi/88984; Terry Town, asi/90913</i>
W304		
EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.		
 POWER SESSIONS		
11:00 a.m.-11:50 a.m.	Managing a Customer Service Crisis: What to Do When It's Your Fault	Steven Sewell, Steven Sewell Enterprises
Booth #2179		
Noon-12:50 p.m.	Social Media Success: How to Create an Online Following	Brett Bowden, Printed Threads
Booth #2179		
1:30 p.m.-2:20 p.m.	Banish Sales Burnout: Take Care of Yourself & Your Clients	Steven Sewell, Steven Sewell Enterprises
Booth #2179		
3:30 p.m.-4:00 p.m.	Closing Celebration (Passport Plus Drawing at 3:45 p.m.) <i>FREE</i>	
Registration Lobby		