

SCHEDULE OF EVENTS

Thursday, April 18

4:00pm	Registration Opens	Westin Hotel Lobby
6:00pm-7:00pm	Opening Ceremonies	Gold Ballroom
7:00pm-8:00pm	Dinner	Gold Ballroom
7:15pm-8:00pm	Opening Remarks & Choose Your Own Adventure Introduction	Gold Ballroom
8:15pm-9:15pm	The 3 Questions	Various Rooms
9:30pm-10:00pm	Keynote, <i>Andy Roark</i>	Gold Ballroom
10:00pm	End of Day	

Friday, April 19

7:30am-8:45am **Breakfast** Gold Ballroom
 & Choose Your Own Adventure
 Selection

9:00am-10:00am Brand Building & Community
 Engagement *Vicky Hammond* Gold Ballroom

10:15am-12:15pm **Workshops**

Brand and Service Alignment Across Multi-Site Practices Gold Ballroom
Vicky Hammond

Creating a Top-Notch Client Experience in a Sea of Noise Francis Marion
Sarah Wolff Room

Storytelling as a Differentiator: Harnessing Emotion in Veterinary
 Marketing Poinsett Ballroom
Craig Spinks

Modern Practice Marketing: The Clarity of Best Practices, Data, and Great
 Decisions Card Room
Bill Schroeder

12:15pm-1:15pm Lunch

1:15pm-3:15pm **Workshops**

Creating a Top-Notch Client Experience in a Sea of Noise Gold Ballroom
Sarah Wolff

Setting and Using Your Vision and Values as a Team Francis Marion
Maria Pirita Room

Storytelling as a Differentiator: Harnessing Emotion in Veterinary
 Marketing Poinsett Ballroom
Craig Spinks

Modern Practice Marketing: The Clarity of Best Practices, Data, and Great
 Decisions Card Room
Bill Schroeder

3:15pm-3:45pm Stretch Break

3:45pm-4:45pm Mic Drops Gold Ballroom

5:30pm-9:30pm NIGHT OUT

Saturday, April 20

7:30am-8:45am	Breakfast	Gold Ballroom
8:45am-9:00am	<i>GROUP PHOTO!</i>	Gold Ballroom
9:00am-10:00am	Choose Your Own Adventure	TBD
10:15am-11:45am	Surviving the Storm: How to Have Hard Conversations <i>Andy Roark</i>	Gold Ballroom
11:45am-1:00pm	Lunch	Gold Ballroom
1:00pm-2:00pm	Choose Your Own Adventure	TBD
2:15pm-3:15pm	Shipwreck Survivors: Working Together To Get Off The Island <i>Andy Roark & Stephanie Goss</i>	Gold Ballroom
3:30pm-5:15pm	Masterclass: Negotiation & Reaching Consensus <i>Andy Roark & Stephanie Goss</i>	Gold Ballroom
5:15pm-5:30pm	3 More Questions	Gold Ballroom
5:30pm-6:00pm	Feedback & Tribe Goodbyes!	Gold Ballroom