

# SCHEDULE OF EVENTS

*Thursday, April 18*

<b>4:00pm</b>	Registration Opens	Westin Hotel Lobby
<b>6:00pm-7:00pm</b>	Event Kickoff	Poinsett Ballroom
<b>7:00pm-8:00pm</b>	Dinner	Gold Ballroom
<b>7:15pm-8:00pm</b>	Opening Remarks & Choose Your Own Adventure Introduction	Gold Ballroom
<b>8:15pm-9:15pm</b>	The 3 Questions	Various Rooms
<b>9:15pm-9:30pm</b>	Introductions & End of Day Announcements	Gold Ballroom
<b>9:30pm</b>	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      Card Room  
*Craig Spinks*

Modern Practice Marketing: The Clarity of Best Practices, Data, and Great  
 Decisions      Poinsett Ballroom  
*Bill Schroeder*

**12:15pm-1:15pm**      Lunch

**1:15pm-2:00pm**      Learning Challenge      Gold Ballroom

**2:15pm-4:15pm**      **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*

**4:15pm-4:30pm**      Stretch Break

**4:30pm-5:15pm**      Mic Drops      Gold Ballroom

**5:30pm-7:30pm**      Happy Hour/Night Out in Greenville

Saturday, April 20

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