

NYSAA - 2021 CONVENTION SPEAKERS

Targeted Marketing Strategies - John and Billie Jo Schultz, AMM

In this session Billie Jo and John will walk you through best practices for creating a targeted marketing campaign including looking at tools available through databases, Facebook audiences, Google audiences, and LinkedIn audiences.

Hand on with Facebook, Google & LinkedIn Marketing - John and Billie Jo Schultz, AMM

Attendees of this session will leave the session with an understanding of how to use Facebook, Google and LinkedIn to effectively market their auctions. Billie Jo and John will walk you through hands-on with each of the three platforms showing you tips and tricks along the way to make the process simple for you.

COVID & Future Business Forecasting - Patrick Penfield, Director of Executive Education - Syracuse University Whitman School of Management

Presentation Outline

- COVID's Impact on the Business World
- Economic Landscape for the Next Year - Forecast
- Future Business & Trends
- Pivoting Your Business to Seize Opportunities – Post COVID
- Conclusion

Employee vs. Independent Contractor - Rob Gregory, Paychex

Managing Human Resource Issues - Rob Gregory, Paychex