

## Tuesday, May 28

3:00 p.m. – 5:00 p.m.

**Shawna Suckow Bonus Session – Don't Become Extinct! Join the Sales Evolution**

Location: Parkview

2:00 p.m. – 6:00 p.m.

### **Registration**

Location: Radisson Blu

5:30 p.m. – 7:00 p.m.

### **Welcome Reception**

Location: Radisson Blu/FireLake

## Wednesday, May 29

8:00 a.m. – 8:30 a.m.

### **Registration**

Location: Parkview Foyer

8:30 a.m. – 8:40 a.m.

### **Welcome & Opening Comments**

Location: Parkview

Speaker: Samantha Sommers, Mall of America

8:40 a.m. – 9:30 a.m.

### **Keynote: How to Market and Sell to Today's Buyer/ Trend Watch 2020**

Location: Parkview

Speaker: Shawna Suckow

9:40 a.m. – 10:30 p.m.

### **Examining The Sales Process: Must haves and essential components for communication**

Location: Parkview

Speaker: Jim McCann, Spader

10:30 a.m. – 10:40 a.m.

### **Game Changer: How lead generation platforms fit into your sales strategy**

Location: Parkview

Steven Valley, BusRates

10:40 a.m. – 10:55 a.m.

### **Break**

11:00 a.m. – 12:00 p.m.

### **Concurrent Session #1: On-line Quoting Process: Acceptable Timeframe**

Location: Parkview

Speaker: Jim McCann, Spader

### **Concurrent Session #2: How to be More Memorable in Sales**

Location: Boundary Waters Suite

Speaker: Shawna Suckow

12:15 p.m. – 1:15 p.m.

### **Lunch - Sponsored by Bloomington CVB**

Location: Game Works

1:30 p.m. – 1:45 p.m.

### **Game Changer: Use Your Convention Visitors Bureau to Sell More**

Location: Parkview

Speaker: Dino LoBaido, Bloomington CVB

1:45 p.m. – 1:55 p.m.

### **Game Changer: Crowd Sourcing Tools To Sell More Charters**

Location: Parkview

Speaker: Numaan Akram, Rally

1:55 p.m. – 3:25 p.m.

### **Tech Panel: Tech tools and trends to increase sales**

Location: Parkview

Numaan Akram, Rally; Steven Valley, BusRates; Chris Riddell, UBT; Joanna Patterson, FlixBus; Eric Elliott, Distinctive Systems

3:25 p.m. – 4:15 p.m.

### **Small Fleet Roundtable: Fleet of Under 15**

Location: Parkview

Facilitator: Bethany Schubert, Trobec's Bus Service

### **Large Fleet Roundtable: Fleet of 15 or more**

Location: Boundary Waters Suite

Facilitator: Stacy Tetschner, UMA

4:30 p.m. – 5:30 p.m.

**Develop A Marketing Plan To Increase Sales**

Location: Parkview

Speaker: Jim McCann, Spader

## Thursday, May 30

7:30 a.m. – 8:00 a.m.

### **Registration**

Location: Parkview Foyer

8:15 a.m. – 8:45 a.m.

### **Game Changer: CRM Platforms – Determining What You Need to Meet Your Sales Needs**

Location: Parkview

Speakers: Chris Riddell, UBT; Eric Elliott, Distinctive Systems

8:45 a.m. – 9:30 a.m.

### **Sell Safety As A Competitive Advantage**

Speaker: Brent Maitland, MCI

Location: Parkview

9:30 a.m. – 10:00 a.m.

### **Game Changer: Using Video to Sell: Video Tools, Social Media, LinkedIn**

Location: Parkview

Speaker: Stacy Tetschner, UMA; Chris Riddell, UBT

10:15 a.m. – 10:30 a.m.

### **Break**

10:30 a.m. – 11:30 a.m.

### **Closing Keynote: Selling Your Prices Through Mastering Your Unique Selling Position**

Speaker: Chris Riddell, UBT

Location: Parkview

11:30 a.m. – 11:45 a.m.

### **Closing Comments, Debrief, Wrap Up**

Location: Parkview

Speaker: Bethany Schubert, Trobec's Bus Service