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CONVENTION SCHEDULE

Thursday, September 8, 2022

9:30AM – 12:30PM

IRTA Global Board of Directors Meeting

Executive Boardroom, Wilshire B

Please note that this is not the annual membership meeting, which will take place on Friday morning at 11:00AM.

Noon – 5:30PM

Registration in the Round Room

Hotel Main Lobby

Welcome to IRTA's Vegas Planet Hollywood Convention! Let us know you have arrived and pick up your convention bag of goodies and all the information you need.

3:00PM – 5:45PM

Registered Trade Broker (RTB) & Certified Trade Broker (CTB) Training

*Presented by Kim Strabley, MTB, VP IMS
Wilshire B*





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6:00PM - 7:00PM

Welcome Reception

The London Club – in the Planet Hollywood complex.

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Always one of the highlights of the IRTA convention, the Welcome Reception is an event to meet and greet, make new friends and catch-up with old friends!

Friday, September 9, 2022

7:30AM - 8:45AM

Registration Continues

in the Hotel Main Lobby

If you didn't get a chance to register last night, be sure you see Patty Weston before 8:45 am for your conference materials. You'll need these to navigate your way through the conference agenda. Sorry, only one per 1 person – so hold on tight!

7:30AM - 9:00AM

Breakfast – On Your Own

9:15AM - 10:30AM

Opening Kick-Off with Keynote Speaker Caroline Macdonald, CEO BBX International and Expert Panel

Melrose 1 & 2

Charting New Pathways for the Barter Industry

Second generation trade exchange owner Caroline Macdonald was raised on barter and has built one of the industry's most innovative international barter companies. BBXI regularly implements unprecedented business strategies that all barter professionals can learn from.

Following Caroline's keynote address, a panel of experts will discuss additional ideas for pivoting our industry.

Moderator: Annette Riggs, CEO, iTrade Colorado

Panel members include; Jarrad Parke, COO Black Tie Digital, Bob Bagga, CEO BizX, Ashley Taylor Buck, Co-Founder & Strategy, Resource Network & Mary Ellen Rosinski, President, Tradesource

10:30AM - 11:00AM

30 Minute Break



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11:00AM – 12:00PM

IRTA Annual Business Meeting

Melrose 1 & 2

Update on IRTA and UC finances and goals for 2021 & 2022. Nominations for IRTA Global Board of Director seats.

12:00PM – 1:15PM

Lunch – On Your Own

1:30PM – 2:45PM

Afternoon Seminars

New Technologies & Creative Programs to Maximize Employee Selection, Retention That Will Grow Your Exchange

Melrose 1 & 2

Moderator: Scott Whitmer, Regional VP, IMS

Panelists: Fred Detwiler, President, TradeFirst, Justin Krane, Greenapple Barter, Tanya Galdamez, President Crescent City Exchange, Valerie Hale, CEO, Tradebank, Sergei Serdyuk, Owner, Redleaf Software LLC.

2:45PM – 3:00PM

Break

3:00PM – 4:15PM

The Evolution of Barter Travel – Discussion of New Successful Strategies for Reviving Travel in a Post Pandemic World

Melrose 1 & 2

Moderator: Ron Whitney, IRTA CEO

Panelists: Kim Strabley, VP IMS, and more panelists to be named.

4:15PM – 6:30PM

6:30PM – 8:30PM

Free Time Until Dinner

Dinner at Vegas' Best Brazilian Steakhouse/ Seafood – "Pampas Grille" – in hotel complex – see map in program appendix

Includes Board Nomination Speeches! **Please arrive on-time – due to board speeches!**

Saturday, September 10, 2022

8:00 AM – 9:00AM

Breakfast – On Your Own

9:15AM – 10:30AM

Red Light Green Light – Like "Squid Games" & The Great UC Trade-Out

Let's have some fun on Saturday morning! Arrive by 9:30AM and get a free mimosa! It can only



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enhance your Red light green light game skills and increase your trading during the The Great UC Trade-Out!!

10:30AM – 11:00AM

Break

11:00AM – 12:30PM

RTB/CTB Testing

Executive Boardroom - Wilshire B



11:00AM – 12:15PM

Blue Ocean Strategies Unique Programs to Pivot Your Exchange And Maximize Your Revenue – What Works & What doesn't Work

Melrose 1 & 2

Moderator: Caroline Macdonald, CEO BBXI
Panelists: John Strabley, CEO IMS, Patti Falus, CEO Barter Network, Ltd., Kent Johnson, CEO, Saturn Barter, other panelists to be named.

12:15PM – 1:15PM

Lunch – On Your Own

NOTE: A UC Committee meeting will take place during lunch at Flights Restaurant in the Planet Hollywood complex.

Afternoon Seminars:

1:30PM – 2:45PM

Traditional Media and Digital Strategies – The Importance of a Robust Mix of Various Mediums

Melrose 1 & 2

Moderator: Robin Maini, Director of International Trade, The Jim Pattison Group

Panelists: Jarad Parke, COO, Black Tie Digital, Chris Haddawy, BizX, Chief Revenue Officer, and more to be named.

2:45PM – 3:00PM

Break

3:00PM – 4:15PM

Innovative Sales & Brokering Strategies for a Changing Marketplace

Moderator: Dale Mardak, VP IMS

Panelists: John Attridge, CEO, BBX/UK, Dr. Sirri Simsek, CEO Turk Barter, Rebecca Lucas, California Regional Manager, IMS, Scott Martz, CEO, Business Owners Trade Alliance



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4:15PM – 7:00PM

4:30PM – 6:00PM

7:00PM

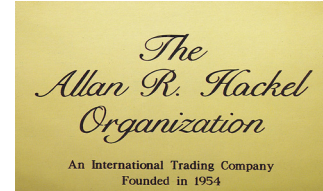
7:45 PM – 10:00PM

Free Time Until the Awards Dinner

IRTA Board Meeting, with new board members
Executive Boardroom, Wilshire B

Cocktail Reception
at Melrose 4

IRTA Awards Banquet
Semi-Formal
Celebrity Ballroom 1 & 2



A night to recognize, reward and celebrate the impressive efforts made by so many industry professionals in support of advancing the barter industry. Join us to celebrate the outstanding accomplishments of your peers!

Sunday, September 11, 2022

There are no activities scheduled for this day – have a safe trip home!!!