



## Day 1

- 12 PM – 1 PM: Sign-In/ Light Snacks
- 1 PM – 3 PM: **Jasen Rice:** Inventory Status/Inventory Marketing
- 3 PM – 3:15 PM: Break
- 3:15 PM – 5 PM: **Jasen Rice:** Stocking/ROI
- 5 PM: End of Day One

6:30 PM – Dinner Reception at Buffalo Wild Wings, Enjoy food and drinks with speaker and fellow attendees.

Buffalo Wild Wings Olathe

12110 S Strang Line Road

Olathe, KS 66062

## Day 2

- 8:30 AM: Doors Open/Light Breakfast
- 8:45 AM – 10 AM: **Jonathan Schrieber**: How to Increase Activities

Per Lead, Optimal Call and Email Processes

- 10:15 AM – 12 PM: **Jonathan Schrieber**: How Your Inventory Affects

Leads, How to Track Leads Based on Inventory, How to Build a More

Affective Appointment Log.

- 12 PM – 12:30 PM: Lunch Provided by Joes BBQ
- 12:30 – 2:30 PM: **John Paul Strong**: Google PPC, YouTube Advertising,

Building a Dominant Social Marketing Strategy, Attribution, Planning for an Effective Digital Presence in 2020

- 2:30 PM: End of Day 2