

POWER **2**

BRING THE
RIGHT PEOPLE
AND NEW IDEAS
TOGETHER

AGENDA



TUESDAY, JANUARY 31, 2017

- 12:00–6:00 PM** Conference Registration Open
Palms Registration Desk
- 2:00–4:30 PM** NEMRA Board of Directors Meeting
Marriott Boardroom—11th Floor, East Tower

WEDNESDAY, FEBRUARY 1, 2017

- 6:30 AM–6:00 PM** Conference Registration Open
Palms Registration Desk
- 8:00–10:00 AM** NEMRA Manufacturers Group Executive Committee Meeting
Marriott Boardroom—11th Floor, East Tower

- 10:00–10:50 AM** **Optional Business Review Session A**
Palms Ballroom—Canary 1–2
See notes for Business Review Session B below.
- 11:00–11:50 AM** **Optional Business Review Session B**
Palms Ballroom—Canary 1–2
For those arriving early and wanting to get a head start on some meetings, we have added two optional time slots to the agenda. The room will be set up with table rounds of eight for meetings which are available on a first-come, first-served basis.
IMPORTANT NOTE: *Your assigned Business Review Booth(s) is not available on Wednesday for meetings.*
- 12:00–2:00 PM** **CEMRA Members Meeting, Anaheim Meeting Room**
- 12:00–5:00 PM** **Product Showcase & Business Service Exposition Booths Open**
Palms Foyer
Looking for a new line or service provider? Stop by the Expo area to see a varied offering of manufacturers and service providers.
- 1:00–1:30 PM** **NEMRA Past Chairman's Briefing**
Marriott Boardroom—11th Floor, East Tower
- 1:00–1:45 PM** **NEMRA Technology Services—The New and Improved NEMRA-Network, Crystal Ballroom K, L, M**
Come see how the NEMRA-Network has grown and improved. Watch as we demonstrate how to manage and update the NEMRA-Network using only your email client. See firsthand how to convert business cards into contacts. Learn how the NEMRA-Network, based on user feedback, now supports multiple manufacturers per opportunity and also delivers alerts and reminders to multiple recipients.
For manufacturers, watch how the NEMRA-Network can deliver a list of all active opportunities your reps are working on and have shared with you. All this with 24/7 availability and without any data entry on your part.

2:00–3:00 PM



Digital Marketing—Trends and Opportunities

Crystal Ballroom K, L, M

Darrell Keezer, founder of Candybox Marketing, will help you understand the different components of digital marketing and how they work together to generate leads and build online relationships. He will share real examples of how successful website design, content marketing, and search engine marketing (SEM) tactics have generated high online demand. You will leave the session knowing how to build a digital marketing plan that works for both you and your customers.

WEDNESDAY, FEBRUARY 1, 2017

3:15–4:15 PM



Creating Agility Advantage to Win in a VUCA World *Crystal Ballroom K, L, M*

How can we survive and thrive in the Volatile, Uncertain, Complex, and Ambiguous (VUCA) business environment of today? Tom O'Shea of Agility Consulting will help you understand the VUCA drivers and how you can make your firm's AGILITY a real competitive advantage. You will learn about the AGILITY Drivers and how to determine your Agility Index. Based on his pre-event interviews with NEMRA members and the results

of our Rep-Manufacturer Relationship study, Tom will speak to what successful NEMRA members can and must do to shape their future.

4:20–6:00 PM

Building a More Powerful Rep-Manufacturer Relationship Panel Discussion, *Cypress 3*

What will the successful Rep-Manufacturer Relationship of the Future look like? How will we create a more cohesive and powerful selling team? In this session, we will release the findings from the Alexander Group's study on the NEMRA Rep-Manufacturer Relationship followed immediately by a distinguished panel of reps and manufacturers weighing in on the study results. At the conclusion of this session, you will have the insight to forge a more powerful pact with your selling partners.

Open to all conference attendees.

6:00–7:00 PM

NEMRA Cocktail Reception, *Falls Pool Deck*

Registered attendees only.

THURSDAY, FEBRUARY 2, 2017

6:30 AM–5:00 PM

Conference Registration Open, *Palms Registration Desk*

7:00–8:00 AM

Continental Breakfast, *Crystal G*

7:00–8:00 AM

The NEMRA Café (Advance reservations are required) *Crystal G*

The café area is a separate space within the Crystal Ballroom where manufacturers and reps can hold a breakfast meeting. Table rounds of eight are provided. The breakfast is self-serve utilizing the continental breakfast provided by NEMRA. Tables may be reserved in advance using the conference registration system. Seating is limited and tables are assigned based on date of sign-up.

7:00–8:00 AM

Networking Breakfast for Women in NEMRA *Anaheim Meeting Room*

NEMRA invites all women attendees to have breakfast together and take part in a discussion of mutual interest.

7:00 AM–5:00 PM

Product Showcase and Business Service Exposition Booths Open, *Palms Foyer*

Looking for a new line or service provider? Stop by the EXPO area to see a varied offering of manufacturers and service providers.

7:15–8:15 AM

Business Review Booths open for Pop-up Business Review Meetings, *Palms Ballroom*

8:15 AM–4:45 PM

Manufacturer Sales Meeting #1–#7 Optional Business Review Sessions *Palms Ballroom*

Sessions are 60 minutes with 15-minute breaks between sessions. Example: Session 1: 8:15–9:15 AM, Session 2: 9:30–10:30 AM

9:30–10:30 AM

Spouse Coffee, *Lobby Lounge*

Come meet old and new friends alike during a casual coffee with other spouses.



FRIDAY, FEBRUARY 3, 2017

6:30 AM–5:00 PM

Conference Registration Open, *Palms Registration Desk*

6:30–7:30 AM

Continental Breakfast, *Crystal Ballroom J1–J2*

6:30–7:30 AM

The NEMRA Café (Advance reservations are required) *Crystal Ballroom J1–J2*

The café area is a separate space within the Crystal Ballroom where manufacturers and reps can hold a breakfast meeting. Table rounds of eight are provided. The breakfast is self-serve utilizing the continental breakfast provided by NEMRA. Tables may be reserved in advance using the conference registration system. Seating is limited and tables are assigned based on date of sign-up.

FRIDAY, FEBRUARY 3, 2017 (CONT'D)

7:45–8:45 AM



General Session—Keynote address by Robert Herjavec of ABC's "Shark Tank" Crystal G and H

Robert Herjavec is a dynamic entrepreneur and a leading Shark on ABC's "Shark Tank." Born in Eastern Europe, he journeyed to North America on a boat with his parents after escaping Communism in the former Yugoslavia. From delivering newspapers and waiting tables, to launching a computer company from his basement, his drive to achieve has led him to the fulfillment of a better life for himself and his family.

Robert has built and sold several IT companies to major players such as AT&T. In 2003

Robert founded Herjavec Group, and it quickly became one of North America's fastest growing technology companies. Today, Herjavec Group is recognized as a global leader in information security, specializing in enterprise-level managed security services, compliance, incident response and remediation efforts.

Robert released his third book, "You Don't Have to Be a Shark: Creating Your Own Success," last May.

9:15 AM–2:00 PM

**Manufacturer Sales Meeting #8–#11
Optional Business Review Sessions
Palms Ballroom**

Sessions are 60 minutes with 15-minute breaks between sessions. Example: Session 8: 9:15–10:15 AM, Session 9: 10:30–11:30 AM

9:15 AM–5:00 PM

**Product Showcase & Business Service Exposition Booths Open
Palms Foyer**

Looking for a new line or service provider? Stop by the Expo area to see a varied offering of manufacturers and service providers.

9:30 AM–3:00 PM

**Spouse Program (offsite)
Tour of the Morse Museum and Lunch at Chez Vincent**

The Morse Museum of American Art in Winter Park houses the most comprehensive collection of the works of Louis Comfort Tiffany found anywhere, a major collection of American art pottery, and fine collections of late 19th century and early 20th century American paintings, graphics, and decorative arts. Following the guided tour of the museum, guests will enjoy a three-course lunch at Chez Vincent. An award-winning restaurant, Chez Vincent is one of "the" places to dine in the Winter Park/Orlando area.

2:15–5:00 PM

**Business Review Session #1–#3
Palms Ballroom**

Sessions are 45 minutes with 15-minute breaks between sessions.

2:15–4:35 PM

**Mini Business Review Session #1A–#3A
Palms Ballroom**

Sessions are 20 minutes with 40-minute breaks between sessions.

SATURDAY, FEBRUARY 4, 2017

6:30 AM–1:00 PM

**Conference Registration Open
Palms Registration Desk**

6:30–7:30 AM

Continental Breakfast, Crystal J

7:00 AM–12:45 PM

**Business Review Session #4–#9
Palms Ballroom**

Sessions are 45 minutes with 15-minute breaks between sessions.

7:00–11:20 PM

**Mini Business Review Session #4A–#8A
Palms Ballroom**

Sessions are 20 minutes with 40-minute breaks between sessions.



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