



Conference Meeting Planner

TUESDAY, FEBRUARY 2, 2021

Professional Development Course with Craig Wortman – Mastering Sales and Sales Leadership

The 2021 NEMRA Conference will kick-off with a hard-hitting sales education program with Craig Wortmann covering topics ranging from the mindset required to be an expert salesperson and sales leader to proactive pursuit, qualifying, handling objections, presenting with panache, closing and telling the right story at the right time for the right reasons

Sign up for this program during conference registration. Detailed program description and fee can be found in registration.

1:00 – 4:00 PM, Sawgrass Room – North Tower



WEDNESDAY, FEBRUARY 3, 2021

<p>General Session: NEMRA President & Chairman, 51st NEMMYS 8:00 – 9:00 AM, Crystal Ballroom G-J</p>		
<p>Educational Session: Working with NECA Contractor – What you need to know David Long, CEO of NECA 9:15 – 10:15 AM, Crystal Ballroom K-M</p>		
<p>Educational Session: Intelligent Territory Management to Map Your Route to Success Capturing and sustaining, lines and growth requires an intelligent market approach that is data driven, insightful and delivers results. Join Christian Sokol, President, DISC Corp; David Gordon, President of Channel Marketing Group; Jim Lucy, Editor-in-Chief Electrical Wholesaling / Electrical Marketing, as they share their four-step approach, and integration of insights, to ensure your route to success. 9:15 – 10:15 AM, Crystal Ballroom N-Q</p>		
<p>Product Showcase & Service Provider Expo Booths Open 10:30 – 4:30 PM, Palms Foyer</p>		
<p>Networking Session: Market update John Selldorff, CEO Legrand 11:45 – 12:45 PM, Crystal H</p>		
<p>Business Review Session 1 10:30 – 11:30, Palms Ballroom</p>		
<p>Business Review Session 2 11:45 – 12:45 PM, Palms Ballroom</p>		
<p>Manufacturer Sales Meeting round 1 / Business Review Session 3 1:00 – 2:00 PM (various meeting rooms/Palms Ballroom)</p>		
<p>Manufacturer Sales Meeting round 2/ Business Review Session 4 2:15 – 3:15 PM (various meeting rooms/Palms Ballroom)</p>		
<p>Manufacturer Sales Meeting round 3 / Business Review Session 5 3:30 PM – 4:30 PM (various meeting rooms/Palms Ballroom)</p>		



THURSDAY, FEBRUARY 4, 2021

NEMRA Café Breakfast (reservation required)

6:30 – 7:30 AM, Cypress 1

Educational Session – Powering Difference in Distribution

Tammy Livers, Senior VP, Sonepar

8:00 – 9:00 AM, Crystal K-M

Educational Session – Working with IEC Contractors: What You Need to Know

Spencer Villwock, CEO of IEC National

8:00 – 9:00 AM, Crystal N-Q

Product Showcase & Service Provider Expo Booths Open

9:15 – 4:30 PM, Palms Foyer

Manufacturer Sales Meeting round 4 / Business Review Session 6

9:15 – 10:15 AM (various meeting rooms/Palms Ballroom)

Manufacturer Sales Meeting round 5 / Business Review Session 7

10:30 – 11:30 AM (various meeting rooms/Palms Ballroom)

NEMRA Lunch Café (Reservations Required)

11:30 AM – 1:30 PM, Cypress Ballroom 1

Manufacturer Sales Meeting round 6 / Business Review Session 8

11:45 AM – 12:45 PM (various meeting rooms/Palms Ballroom)

Manufacturer Sales Meeting round 7 / Business Review Session 9

1:00 – 2:00 PM (various meeting rooms/Palms Ballroom)

Manufacturer Sales Meeting round 8 / Business Review Session 10

2:15 – 3:15 PM (various meeting rooms/Palms Ballroom)

Manufacturer Sales Meeting round 9 / Business Review Session 11

3:30 – 4:30 PM (various meeting rooms/Palms Ballroom)



FRIDAY, FEBRUARY 5, 2021

NEMRA Breakfast Café (reservation required) 6:30 – 7:30 AM, Cypress Ballroom 1		
GENERAL SESSION Featuring Tim Tebow 7:45 – 8:45 AM, Crystal Ballroom G-J		
Product Showcase & Service Provider Expo Booths Open 9:15 – 12:00 PM, Palms Foyer		
Manufacturer Sales Meeting round 10 / Business Review Session 12 9:15 – 10:15 AM (various meeting rooms/Palms Ballroom)		
Manufacturer Sales Meeting round 11 / Business Review Session 13 10:30 – 11:30 AM (various meeting rooms/Palms Ballroom)		
Business Review Session 14 11:45 – 12:45 PM, Palms Ballroom		
Business Review Session 15 1:00 – 2:00 PM, Palms Ballroom		
Business Review Session 16 2:15 – 3:15 PM, Palms Ballroom		
Business Review Session 17 3:30 – 4:30 PM, Palms Ballroom		