

IMA's 11th Annual Executive Summit – Schedule-At-Glance

Sunday, August 1	Monday, August 2	Tuesday, August 3
<p style="font-size: small; margin: 0;">11th Annual Executive Summit</p>  <p style="font-size: small; margin: 0;">Incentive Marketing Association</p> <p style="margin-top: 20px;">Registration Noon - 5 pm Harborside Registration Desk – 4th Floor</p> <p>Principles of Results Based Incentive Program Design 1- 3 pm Essex AB – 4th Floor</p> <p>IGCC Conference 1 –5 pm Laurel AD – 4th Floor</p> <p>Newcomer Boot Camp 3 - 5 pm Essex C– 4th Floor</p> <p>Newcomer Reception 6 – 6:45 pm Dover AC – 3rd Floor</p> <p>Welcome to Baltimore Reception at the Baltimore Aquarium 7 - 9 pm Meet in the Marriott Lobby at 6:50 pm.</p> <p>Open Dinner</p>	<p>All Monday meetings are on the 3rd floor.</p> <p>Continental Breakfast 7:30 – 8:45 am Grand Ballroom Foyer</p> <p>Keynote Address 8:45 – 10:45 am <i>Anatomy of a Lousy Pitch - The 10 Worst Presentation Habits and How You Can Avoid Them - Tim Wackel</i> Grand Ballroom 6-10</p> <p>Networking Break & Live Auction 10:45 – 11:15 am Grand Ballroom Foyer</p> <p>Breakouts 11:15 – 12:15 pm</p> <ul style="list-style-type: none"> ● <i>The Power of Whom, What & Why: Identifying Incentive Buyers and Building A Powerful Business Case to Win Them Over</i> Michelle Smith CPIM, CRP, O.C. Tanner Grand Ballroom Foyer 1-2 ● <i>Tough Tactics for Tough Times - Winning More Business in Today's Soft Economy –</i> Tim Wackel Grand Ballroom Foyer 3-4 ● <i>Working with Vendors Around the World - Global Incentive Council</i> Dover A-C <p>Networking Lunch 12:30 – 1:30 pm Grand Ballroom 5</p> <p>Breakouts 1:45 – 2:45 pm</p> <ul style="list-style-type: none"> ● <i>Competition as a Contact Sport – IMRA</i> Dover A-C ● <i>How will Mobile Technology Impact the Delivery of Incentive Programs?</i> Thomas E. Niedbalski Jr. Grand Ballroom Foyer 3-4 ● <i>Recognition vs. Incentive – What's the Difference ?</i> Recognition Council Grand Ballroom Foyer 1-2 <p>Speed Networking & Refreshments 3- 4 pm Grand Ballroom Foyer 1-2</p> <p>SIG Membership Meetings 4:15 - 5:15 pm</p> <ul style="list-style-type: none"> ● IMRA Grand Ballroom 8 ● Global Grand Ballroom 7 ● Recognition Council Grand Ballroom 9 ● Incentive Travel Grand Ballroom 10 <p>Baltimore Crab Feast Reception, Dinner, Entertainment, & Live Auction 6:30 – 9 pm Grand Ballroom 5</p>	<p>All Tuesday meetings are on the third floor with the exception of the closing reception.</p> <p>Continental Breakfast 8 - 8:30 am Grand Ballroom Foyer</p> <p>Breakouts 8:45 – 9:45 am</p> <ul style="list-style-type: none"> ● <i>Close More Sales with Less Stress</i> Jerry Cahn, Ph.D., J.D., CEO Grand Ballroom 1-2 ● <i>The Elevator Speech for Recognition: New Ideas, Opinions, and Talking Points Delivered in Quick Easy-to-Use Doses</i> Performance Improvement Council Grand Ballroom 3-4 ● <i>What's In Your PR Briefcase? How to Be an Effective Company Spokesperson</i> Sue Voyles, LogosCommunications Dover A-C <p>Networking Break & Final Live Auction 9:45 - 10:15 am Grand Ballroom Foyer</p> <p>Breakouts 10:30 - 11:30 am</p> <ul style="list-style-type: none"> ● <i>Build Sales Through Stronger Relationships – Jerry Cahn Ph.D., J.D., CEO</i> Grand Ballroom 1-2 ● <i>How to Brand an Incentive Program: The Role of Promotional Products in Engagement and Incentives</i> Paul Kiewiet MAS, BrandKiwi Grand Ballroom 3-4 ● <i>What's In Your PR Briefcase? What Business Owners Should Know About Using PR to Increase Sales</i> Sue Voyles, LogosCommunications Dover A-C <p>Networking Lunch 11:30 – 1:00 pm <i>Legislative Update/State of the Association</i> Grand Ballroom 6</p> <p>Breakouts 1:15 – 2:15 pm</p> <ul style="list-style-type: none"> ● <i>Continuing Engagement: New Market Strategies for Gift Cards and Beyond - IGCC</i> Grand Ballroom 1-2 ● <i>Customer Panel Discussion</i> Grand Ballroom 3-4 ● <i>The Past, Present and Future of Incentive Travel – Incentive Travel Council</i> Dover A-C <p>SIG Membership Meetings 3 – 4 pm</p> <ul style="list-style-type: none"> ● IGCC Grand Ballroom 1-2 ● PIC Grand Ballroom 3-4 <p>Silent Auction winners will be posted at 4 pm.</p> <p>Closing Reception 6 – 7 pm Waterview Ballroom – Lobby Level</p> <p>Open Dinner</p>