

EMA / OHMA Conference Agenda

Omni CNN Center - Sept 12-14, 2019

Thursday, Sept 12		
2:00pm – 3:30pm	EMA / OHMA Board Meeting (Current and New Directors)	Spruce
4:00pm – 5:00pm	Solution Center (Exhibits) Set up / Vendor Check-in Vendor Relations meeting with Vendors	Birch
6:00pm – 8:00pm	Welcome Reception / Registration Check-in Event Sponsored by: RIVET SMART AUDIO	Lobby Overlook area, next to Latitudes Bistro and Lounge
Dinner on own		
Friday, September 13		
<i>All Functions will be located in the SOUTH TOWER / ATRIUM TERRACE LEVEL</i>		
7:45am – 3:00pm	Solution Center Open (Exhibitor Set-Up 7:00-8:00am)	Birch
7:30am – 8:30am	Breakfast	Birch
8:35am – 9:15am	Welcome Opening remarks, Annual Member Meeting	Pine Room
9:30am - 10:15am	Guest Speaker: Daniela Campari Branding - Defining your Compelling Brand Attributes to Differentiate Your Organization	Pine Room
10:15am - 11:00am	Break / Solution Center Networking	Birch
11:00am – 12:00pm	Guest Speaker: Laura Stanley Innovation and Creative Problem Solving: Applying These Skills to Your Business Challenges to Create New Opportunities	Pine Room
12:00pm – 1:15pm	Lunch - Solution Center Networking Sponsored by: The Production Department	Birch

1:15pm – 2:00pm	Lead Generation / CRM with Audience Discussion	Pine Room
2:00pm – 2:45pm	Open Discussion – (Two topics, 30 mins each) - Winning (and Losing) Tactics for Marketing Your MOH Business - Sales Challenges in the VoIP Economy	Pine Room
3:00pm	Dismiss for the day	
	Optional Pre-Paid Excursions	Meet in Lobby
3:10 PM	CNN Tour Group – Meet in Omni Lobby at 3:10 PM to walk to CNN Tour area for 3:30 PM tour	
3:45 PM	Coke Tour Group – meet in the Lobby at 3:45 PM	
7:20 PM	Both excursion groups meet at Pittypat's Porch for private Southern Dinner (Dinner at 7:30 PM) Return to hotel by 9:30/10:00 PM	
Saturday, Sept 14		
8:00am – 4:00pm	Solution Center Open	
8:00am – 8:50am	Breakfast	Birch
8:50am – 9:00am	Gamification	
9:00am – 9:30am	I Jumped! Why, How, What Next?! Talk with three members that decided to diversify. Learn why they did it, how they did it, are they glad they did it?	Pine Room
9:30am – 10:00am	Partnering session 1 VoIP: Phone.com	Pine Room
10:00am – 10:30am	Partnering session 2 Digital Signage: Rivet / ProDigital	Pine Room
10:30 am – 10:45 am	Break - Solution Center	Birch
10:45am – 11:15am	Partnering session 3 Overhead Music: Steady Brand / The Prod Dept	Pine Room
11:15am – 11:45am	Partnering Session 4 Scent: Air Essentials	Pine Room
11:45am – 12:15pm	Solution Center - Partnering Opportunity Break	Birch
12:15pm – 1:00pm	Lunch	Birch

1:00pm – 1:45pm	Round Table Discussions - How to Make 2020 the Best Year EVER <ul style="list-style-type: none"> - Growing my Business through Acquisition - Stop losing Business (Customer Retention Strategies) - Selling over the phone - Compensating Sales Professionals - Scent: Managing the difficult scent client: sensitive employees, olfactory numb managers and questioning value. Efficiencies in scenting. How to best manage clients and product costs 	Birch
2:00pm – 2:30pm	Break / Solution Center Networking	Birch
2:30pm – 3:30pm	Presentation of Round Table Results Presentation of each topic's top discussion points, ideas, and resolutions followed by open discussion revelation	Pine Room
3:30pm - 4:00pm	Exhibitor tear down	Birch
5:30 – 8:30pm	EMA / OHMA Banquet • Awards	Pine Room
5:30pm – 6:45pm	Cocktail Reception Event Sponsored by: STEADY BRAND Gala Awards Dinner Event Sponsored by: PRODIGITAL MFG	
7:00pm	- Dinner Service begins	
7:30pm	- Awards	
9:00pm	Conclude	

Thank you to our 2019 Conference Sponsors and Supporters:

