



THE ALTERNATIVE BOARD
Change Perspective. Improve Business. Enjoy Life.
TAB August 2010 Pre Conference Agenda
Real World Advice. Real Results.

Pre-Conference Training / Events
Wednesday, August 25

12:00 pm – 6:00 pm	Registration
2:00 pm – 4:15 pm	Pre Conference Workshop Utilizing TTI's Behaviors and Motivators to Add Value to Your Business - Overview of both the behaviors and motivators theories - How the use of these assessment tools can add additional value to your boards by improving communication and performance Favor Larson and Denelle Hebets, TTI Performance Systems (Imperial Ballroom)
3:45 pm – 4:15 pm	Coffee Break
4:15 pm – 6:00 pm	<i>Session Continued (Imperial Ballroom)</i>
6:30 pm – 7:30 pm	Exhibitor Set Up

Thursday, August 26

7:00 am – 6:00 pm	Registration
7:00 am – 8:30 am	Breakfast (Imperial Foyer)
8:00 am – 12:00 pm	Top Tier Board Meeting (Maroon Peak)
8:00 am – 10:00 am	Pre Conference Workshop Best Practices in TAB email Marketing - How to use email stats to improve your campaign results - Trends in TAB email campaigns Ronen Yaari, OpenMoves (Imperial Ballroom)
10:00 am – 12:00 pm	Pre Conference Workshop Utilizing Social Media for Yourself and Your Members - What should you be doing with Social Media & How can your members use it Laura Love, Ground Floor Media (Imperial Ballroom)
11:00 am – 12:00 pm	New Franchisee Meeting, FAB Council Representative (Mt. Sopris)
12:00 pm – 1:30 pm	Franchisee Lunch (Mt. Sopris) Election Results, Selection of Committee Chairs, Definition of Committee Objectives, Q&A
1:30 pm – 2:00 pm	Break



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Main Conference Training / Events
Thursday, August 26

7:00 am – 6:00 pm	Registration	
2:00 pm – 3:30 pm	Exhibits Open	<p>Opening Address</p> <p>The State of the TAB Community</p> <p>Jason Zickerman & Jeff Goergen: TAB Corporate Update TAB Committee Member Updates, presented by each committee chair</p> <p>(Imperial Ballroom)</p>
3:30 pm - 6:00 pm		<p>Peer Board Meetings</p> <p>Group A- (Imperial Ballroom) Group B – (Maroon Peak) Group C – (Harvard) Group D – (Princeton) Group E – (Yale) Group F – (Columbia) Group G – (Oxford) Group H – (Wilson) Group I – (Imperial Ballroom)</p>
6:00 pm – 8:00 pm	<p>Cocktail Reception</p> <p>Sponsored by InfoGroup (Capitol Peak)</p>	



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Main Conference Training / Events
Friday, August 27

Track A	TAB Fundamentals (Grand Ballroom)
Track B	Beyond the Fundamentals (Imperial Ballroom)

7:00 am – 6:00 pm	Registration	
7:00 am – 8:30 am	Continental Breakfast	
8:00 am - 9:30 am	<p align="center"> Keynote Presentation: A Culture of Coaching Excellence - Continuously improve your coaching capabilities Mary Verstraete, Center for Coaching Excellence (Imperial Ballroom) </p>	
9:30 am – 10:00 am	Coffee Break (Imperial Foyer)	
10:00 am – 12:30 pm	<p> Using Questioning/Listening Techniques to Develop Your Coaching Contract with Members Debbie Zients, Dick Wallace & Mary Verstraete (Grand Ballroom) </p> <ul style="list-style-type: none"> Boost the value members receive during coaching sessions and board meetings. Set clear objectives, handle lack of accountability and keep meetings on track. Use the clarifying process so that advice/suggestions are directed at the real issue. Summarize the information in a way that everyone gets value. 	<p> Becoming a Trusted Advisor and Indispensable Resource For Your Members Susan LeTerneau, Bill Vrettos & Mary Verstraete (Imperial Ballroom) </p> <ul style="list-style-type: none"> Learn advanced facilitation fundamentals. Continuous coaching improvement. Establish and maintain high performing boards.
12:30 pm – 2:00 pm	Exhibits Open	Awards Luncheon (Pyramid Peak)
2:00 pm – 2:30 pm		Break
2:30 pm – 4:00 pm		<p> Mastering the Interview and Close Process Cathy Lawler & Bruce Gernaey (Grand Ballroom) </p> <ul style="list-style-type: none"> Gain more confidence in your closing ability and increase your close rate. Manage objections during the close. Overcome your greatest competitor—your prospect’s fear of change.
4:00 pm – 4:30 pm	Coffee Break (Imperial Foyer)	
4:30 pm – 6:30 pm	<p> <i>Session Continued</i> (Grand Ballroom) </p>	<p> <i>Session Continued</i> (Imperial Ballroom) </p>
7:00 pm – 9:00 pm	Committee Member Recognition Dinner (TBD) – Committee Members Only	



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Track 1	TAB Fundamentals (Grand Ballroom)
Track 2	Beyond the Fundamentals (Imperial Ballroom)

Main Conference Training / Events
Saturday, August 28

7:00 a m – 12:00 p m	Registration	
7:00 a m – 8:30 a m	Continental Breakfast	
7:00 a m – 8:00 a m	TAB-FAB Council Member Meeting (Maroon Peak)	
8:00 a m - 9:30 a m	Exhibits Open	<p>Optimizing One-on-One Meetings: Best Practices Carol Crawford & Bob French (Grand Ballroom) A guided, interactive session with practice and role playing that draws upon the best of the participants in the session</p> <ul style="list-style-type: none"> Overview of the one-on-one dance. How to open with the best TAB Value Proposition(s). Best responses for the most common objections. How to select the best TAB solution(s) for your prospects needs. Identifying buying signals and how to capitalize on them.
9:30 a m – 9:45 a m	Coffee Break (Imperial Foyer)	
9:45 a m – 11:00 a m	<i>Session Continued</i> (Grand Ballroom)	<i>Session Continued</i> (Imperial Ballroom)
11:00 a m – 11:30 a m	Conference Close & Final Comments (Imperial Ballroom)	

Uncovering the Secrets to Member Retention
 Mike Humbert & Bill Seelig (**Imperial Ballroom**)

- Hear from TABs top performers in member retention on what they attribute their success to.
- Increase your overall member satisfaction rate.
- Establish guidelines for encouraging member referrals.