



THE ALTERNATIVE BOARD®

2011 International Facilitator Conference  
August 24 – 27, 2011  
Westin Hotel, Westminster, CO

Wednesday, August 24, 2011

	Start	End	Session		Location
Wednesday, August 24	11:00 a.m.	5:30 p.m.	Registration		Fountain Greens Foyer
	12:00 p.m.	1:45 p.m.	SalesForce 101	SalesForce 201	Cotton Creek I & II
	1:45 p.m.	2:00 p.m.	Break		Fountain Greens Foyer
	2:00 p.m.	3:15 p.m.	SalesForce 101 (continued)	SalesForce 201 (continued)	Cotton Creek I & II
	3:15 p.m.	3:30 p.m.	Break		Fountain Greens Foyer
	3:30 p.m.	5:30 p.m.	SalesForce 101 (continued)	SalesForce 201 (continued)	Cotton Creek I & II
	6:30 p.m.	8:00 p.m.	Top Tier Happy Hour		Fat Cats

Blue = By Invitation/Designation  
Green = Pre-Conference

Thursday, August 25, 2011

Thursday, August 25	Start	End	Session		
	7:00 a.m.	6:00 p.m.	<b>Registration</b>		Westminster Ballroom Foyer
	7:00 a.m.	8:00 a.m.	<i>Breakfast</i>		Westminster Ballroom Foyer
	8:00 a.m.	12:00 p.m.	<b>Top Tier Meeting</b>		Westin Board Room (12 <sup>th</sup> Floor)
	8:00 a.m.	9:00 a.m.	<b>SEO: Driving Relevant Traffic to your Site</b> David Scarola & OpenMoves		Westminster Ballroom IV
	9:00 a.m.	9:15 a.m.	<i>Break</i>		Westminster Ballroom Foyer
	9:15 a.m.	10:15 a.m.	<b>Email Marketing: 2011 Results &amp; Tools</b> David Scarola & OpenMoves		Westminster Ballroom IV
	10:15 a.m.	10:30 a.m.	<i>Break</i>		Westminster Ballroom Foyer
	10:30 a.m.	11:30 a.m.	<b>Editing SharePoint Pages</b> Eduardo Pinzon		Westminster Ballroom IV
	11:30 a.m.	12:00 p.m.	<i>Break</i>		Westminster Ballroom Foyer
	11:30 a.m.	12:00 p.m.	<b>New Franchisee Meeting</b>		Sage Closing Room
	12:00 p.m.	1:50 p.m.	<b>Franchisee Only Luncheon</b>		Lake House
	2:00 p.m.	2:30 p.m.	<b>State of the Company</b> Jason Zickerman		Westminster Ballroom IV
	2:30 p.m.	3:30 p.m.	<b>TAB Marketing Strategic Update</b> Ray Champney, Jackie Gernaey, Bernie Moscovitz, Jeff Pederson		Westminster Ballroom IV
	3:30 p.m.	4:15 p.m.	<b>Coaching Update</b> Carl Gould, CMT Mentors		Westminster Ballroom IV
4:15 p.m.	4:30 p.m.	<i>Break</i>		Westminster Ballroom Foyer	
4:30 p.m.	6:30 p.m.	<b>Creating Self Governing Boards</b> John Dini <i>Cotton Creek II</i> <ul style="list-style-type: none"> <li>What is meant by self-governing boards and why they increase member retention</li> <li>Techniques and resources a facilitator can use to support the creation of self-governing boards</li> </ul>	<b>Challenging Closing Scenarios</b> Joe Zente, Jorge Chavez, Bruce Gernaey <i>Westminster Ballroom IV</i> <p>Discussions and role plays regarding common challenging closing scenarios.</p>	Cotton Creek II Westminster Ballroom IV	
6:30 p.m.	8:30 p.m.	<b>Cocktail Reception</b>		Lake House	

Blue = By Invitation/Designation

Green = Pre-Conference

Friday, August 26, 2011

Start	End	Session	
7:00 a.m.	5:30 p.m.	<b>Registration</b>	Westminster Ballroom Foyer
7:00 a.m.	8:00 a.m.	<i>Breakfast</i>	Westminster Ballroom Foyer
7:00 a.m.	8:00 a.m.	<b>FAB Breakfast</b>	O's Restaurant
7:15 a.m.	8:00 a.m.	<b>IntroNetworks Demo</b> Mark Sylvester <i>Exploring the feasibility of using IntroNetworks for TAB</i>	Westminster Ballroom IV
8:00 a.m.	9:30 a.m.	<b>Keynote Presentation</b> Christophe Morin, The Sales Brain  <ul style="list-style-type: none"> <li>Maximize your ability to influence the part of the brain that decides: the Reptilian Brain</li> <li>Re-connect with your passion to persuade any audience</li> <li>Boost the impact of all external and internal communication events</li> <li>Close more deals by following 4 simple steps</li> </ul>	Westminster Ballroom IV
9:30 a.m.	10:00 a.m.	<i>Break</i>	Westminster Ballroom Foyer
10:00 a.m.	12:30 p.m.	<b>Peer Boards</b>	Various (See Registration Desk)
12:30 p.m.	1:50 p.m.	<b>Awards Luncheon</b>	Lake House
2:00 p.m.	3:30 p.m.	<b>Data Mining &amp; List Management</b> John Dini, Bruce Gernaey, Clare Taylor  <ul style="list-style-type: none"> <li>Purchasing lists – revenue ranges, employee size, etc.</li> <li>Time and resources required to do proper list management</li> <li>Leveraging technology to maintain and build lists</li> <li>Common myths around lists management</li> </ul>	Westminster Ballroom IV
3:30 p.m.	4:00 p.m.	<i>Break</i>	Westminster Ballroom Foyer
4:00 p.m.	5:30 p.m.	<b>Following Up with Qualified Prospects</b> Blair Koch, Cathy Lawler, Bob Marro, Brian Nelson, Rusty Smith  <ul style="list-style-type: none"> <li>When is a lead dead?</li> <li>Time spent following up with prospects</li> <li>How to use technology to keep up with prospects</li> <li>How to best develop and utilize a pipeline</li> </ul>	Westminster Ballroom IV
6:00 p.m.	8:00 p.m.	<b>Committee Recognition Dinner</b>	Vita

Friday, August 26

Blue = By Invitation/Designation

Green = Pre-Conference

Saturday, August 27, 2011

Saturday, August 27			
Start	End	Session	
7:00 a.m.	8:00 a.m.	<i>Breakfast</i>	<i>Westminster Ballroom Foyer</i>
7:00 a.m.	8:00 a.m.	<b>TAB/FAB Meeting</b>	Westin Board Room
8:00 a.m.	11:30 a.m.	<b>TAB Best Practices and Open Mic</b> TAB Community Members	Westminster Ballroom IV
11:30 a.m.	12:00 p.m.	<b>Conference Close &amp; Final Comments</b> Jason Zickerman	Westminster Ballroom IV