



All education sessions will be held in the Mall of America. We begin in the Parkview Room on the first floor of the Mall, a five minute walk from the hotel and located in the Nickelodeon Universe. However, two concurrent sessions (marked in blue below) take place in the Mall's Executive Center in the Boundary Waters Suite, on the fourth floor.

## Tuesday, May 28

3:00 p.m. – 5:00 p.m.  
**Shawna Suckow Bonus Session – Don't Become Extinct! Join the Sales Evolution**  
 Location: Parkview

2:00 p.m. – 6:00 p.m.  
**Registration**  
 Location: Radisson Blu

5:30 p.m. – 7:00 p.m.  
**Welcome Reception**  
 Location: Radisson Blu/FireLake

## Wednesday, May 29

8:00 a.m. – 8:30 a.m.  
**Registration**  
 Location: Parkview Foyer

8:30 a.m. – 8:40 a.m.  
**Welcome & Opening Comments**  
 Location: Parkview  
 Speaker: Samantha Sommers, Mall of America

8:40 a.m. – 9:30 a.m.  
**Keynote: How to Market and Sell to Today's Buyer/ Trend Watch 2020**  
 Location: Parkview  
 Speaker: Shawna Suckow

9:40 a.m. – 10:30 p.m.  
**Examining The Sales Process: Must haves and essential components for communication**  
 Location: Parkview  
 Speaker: Jim McCann, Spader

10:30 a.m. – 10:40 a.m.  
**Game Changer: How lead generation platforms fit into your sales strategy**  
 Location: Parkview  
 Antonio Thomas, BusRates



10:40 a.m. – 10:55 a.m.  
**Break**

11:00 a.m. – 12:00 p.m.  
**Concurrent Session #1: On-line Quoting Process: Acceptable Timeframe**  
 Location: Parkview  
 Speaker: Jim McCann, Spader

**Concurrent Session #2: How to be More Memorable in Sales**  
 Location: Boundary Waters Suite (Executive Center)  
 Speaker: Shawna Suckow

12:15 p.m. – 1:15 p.m.  
**Lunch - Sponsored by Bloomington CVB**  
 Location: Game Works

1:30 p.m. – 1:45 p.m.  
**Game Changer: Use Your Convention Visitors Bureau to Sell More**  
 Location: Parkview  
 Speaker: Dino LoBaido, Bloomington CVB

1:45 p.m. – 1:55 p.m.  
**Game Changer: Crowd Sourcing Tools To Sell More Charters**  
 Location: Parkview  
 Speaker: Numaan Akram, Rally

1:55 p.m. – 3:25 p.m.  
**Tech Panel: Tech tools & trends to increase sales**  
 Location: Parkview  
 Numaan Akram, Rally; Antonio Thomas, BusRates; Chris Riddell, UBT; Joanna Patterson, FlixBus; Eric Elliott, Distinctive Systems

3:25 p.m. – 4:15 p.m.  
**Small Fleet Roundtable: Fleet of Under 15**  
 Location: Parkview  
 Facilitator: Bethany Schubert, Trobec's Bus Service



**Large Fleet Roundtable: Fleet of 15 or more**  
 Location: Boundary Waters Suite (Executive Center)  
 Facilitator: Stacy Tetschner, UMA

4:30 p.m. – 5:30 p.m.  
**Develop A Marketing Plan To Increase Sales**  
 Location: Parkview  
 Speaker: Jim McCann, Spader

## Thursday, May 30

7:30 a.m. – 8:00 a.m.  
**Registration**  
 Location: Parkview Foyer

8:15 a.m. – 8:45 a.m.  
**Game Changer: CRM Platforms – Determining What You Need to Meet Your Sales Needs**  
 Location: Parkview  
 Speakers: Chris Riddell, UBT; Eric Elliott, Distinctive Systems

8:45 a.m. – 9:30 a.m.  
**Sell Safety As A Competitive Advantage**  
 Speaker: Brent Maitland, MCI  
 Location: Parkview

9:30 a.m. – 10:00 a.m.  
**Game Changer: Using Video to Sell: Video Tools, Social Media, LinkedIn**  
 Location: Parkview  
 Speaker: Stacy Tetschner, UMA; Chris Riddell, UBT

10:15 a.m. – 10:30 a.m.  
**Break**

10:30 a.m. – 11:30 a.m.  
**Closing Keynote: Selling Your Prices Through Mastering Your Unique Selling Position**  
 Speaker: Chris Riddell, UBT  
 Location: Parkview

11:30 a.m. – 11:45 a.m.  
**Closing Comments, Debrief, Wrap Up**  
 Location: Parkview  
 Speaker: Bethany Schubert, Trobec's Bus Service