

# 15 SUNDAY

4PM-8PM

TAMPA BAY LIGHTNING HOCKEY GAME

# 16 MONDAY

7AM - 5PM

REGISTRATION / EXHIBITS OPEN

1PM-2PM

 PIRATE'S COVE

***MAKING A CASE FOR CERTIFICATION (CPSM)*** | BETH HARRIS, FSMPS, CPSM, F.SAME AND KIM THOMPSON, FSMPS, CPSM

2PM-4PM

 HARBOR ISLAND

***COSENTIAL'S BEST FEATURES FOR DRIVING ADOPTION*** | CHAZ ROSS-MUNRO, CPSM

2PM-4PM

 TREASURE ISLAND

***SOCIETY VOLUNTEER FORUM*** | SPEAKERS INCLUDE SMPS BOARD MEMBERS & STAFF

5PM-7PM

 BUCCANEER BAY

WELCOME RECEPTION & TREASURE HUNT

7PM

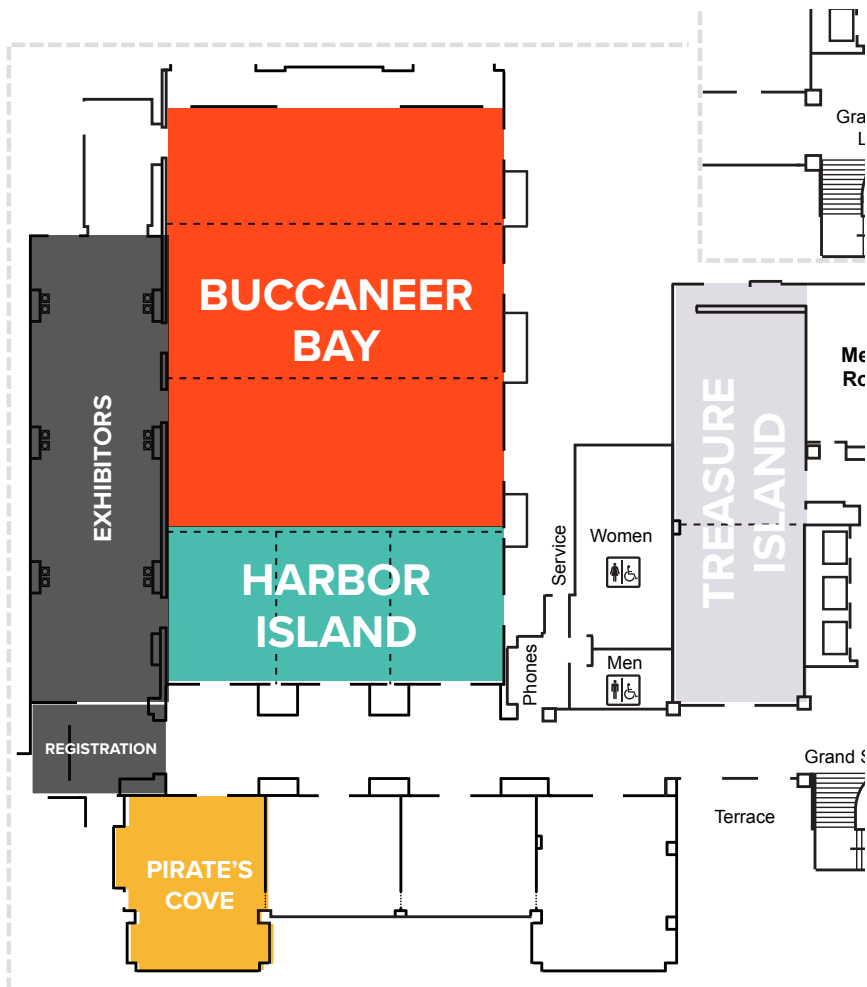
DINNER (RESTAURANT MAP PROVIDED IN WELCOME BAG)

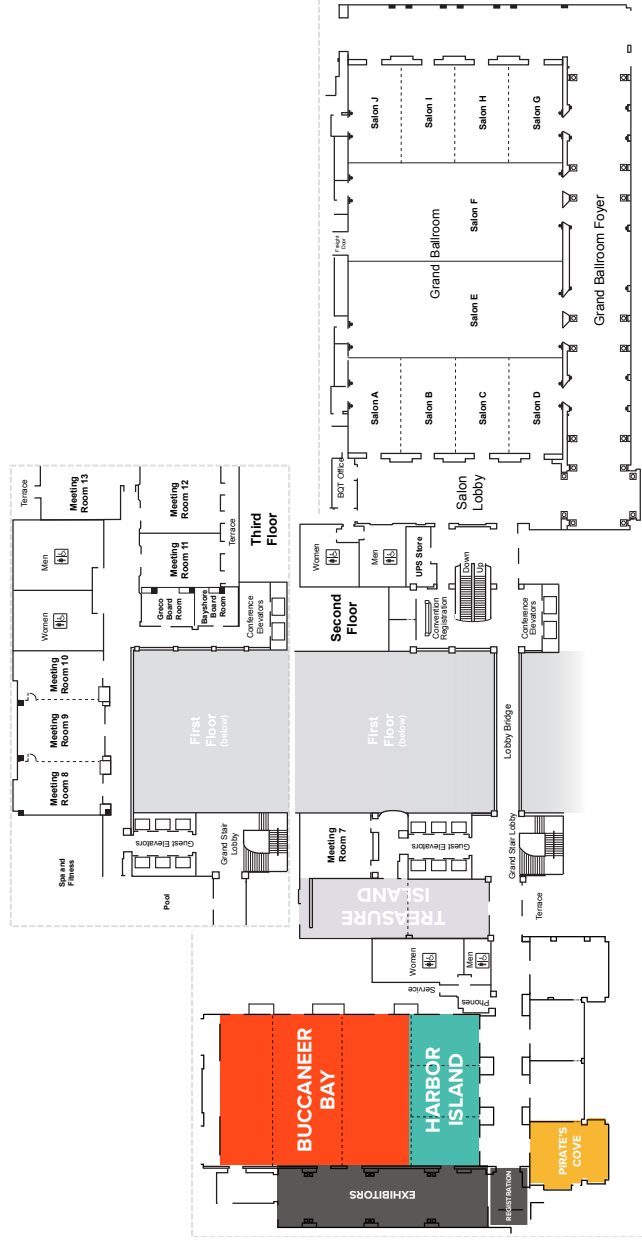
# 17 TUESDAY

7AM - 5PM	REGISTRATION / EXHIBITS OPEN
7:30AM	PLATED BREAKFAST
8AM-9AM   WELCOME KEYNOTE	
 BUCCANEER BAY	<b>STOP &amp; SHIFT</b>   KAREN MILLSAP
9:30AM-10:30AM   SESSION 1	
 PIRATE'S COVE	<b>DO THIS, NOT THAT! ACTIONABLE IDEAS TO TRANSFORM LACKLUSTER MARKETING</b>   TIM ASIMOS, CPSM
 TREASURE ISLAND	<b>YOUR SUMMIT JOURNEY</b>   BARBARA SHUCK, FSMPS, CPSM
 HARBOR ISLAND	<b>SOCIAL MEDIA: A NEW TOOL IN YOUR BD TOOLBOX</b>   MACY DEGNAN
30 MINUTE BREAK	
11AM-12PM   SESSION 2	
 PIRATE'S COVE	<b>SETTING SAIL FOR A DECADE OF GROWTH</b>   KARL FELDMAN
 TREASURE ISLAND	<b>CHART A NEW COURSE WITH CHANGE MANAGEMENT</b>   COURTNEY KEARNEY, CPSM, CHAZ ROSS-MUNRO, CPSM, AND CHRISTINA LEAHY
 HARBOR ISLAND	<b>A CORPORATE REBRANDING JOURNEY</b> CHERYL MAZE, LEED AP BD+C, CPSM, MASSIEL BARCENAS, AND TERI ASHORI
12PM-1PM	PLATED LUNCH & BREAK
1:15-2:15   SESSION 3	
 PIRATE'S COVE	<b>CREATING BD STRATEGIES THROUGH THE CLIENT EXPERIENCE (CX) LENS</b> BLAKE GODWIN
 TREASURE ISLAND	<b>COURSE CORRECTION: TURNING ADVERSITY INTO OPPORTUNITY</b>   LIZ MCCARY
 HARBOR ISLAND	<b>DISSECTING RFPS: MAPPING YOUR WAY TO CONSISTENT COMPLIANCE</b> JEN MCGOVERN, CPSM
30 MINUTE BREAK	
2:45-3:45   SESSION 4	
 PIRATE'S COVE	<b>INSIDE THE FELLOWS STUDIO: FUEL YOUR GROWTH AND YOUR FIRM'S SUCCESS</b> MODERATOR: MELISSA LUTZ, CPSM PANELISTS: BETH HARRIS, FSMPS, CPSM, F. SAME, RUSS SANFORD, FSMPS, CPSM, KEVIN HEBBLETHWAITE, FSMPS, CPSM, AND KIM THOMPSON, FSMPS, CPSM
 TREASURE ISLAND	<b>FOOD FOR THOUGHT: HOW CONTENT MARKETING CREATED AN INDUSTRY AUTHORITY</b>   MICHELLE CALCOTE KING AND JUSTIN BRIDEGAN
 HARBOR ISLAND	<b>Q&amp;A THE BIG BOLD WAY</b>   CAROL DOSCHER
5:30PM	YACHT STARSHIP DINNER CRUISE - BOARDING TIME 5:30PM SHARP

# 18 WEDNESDAY

7AM	REGISTRATION / EXHIBITS OPEN
7:30AM	PLATED BREAKFAST
7:45 - 8AM	RAFFLE PRIZES (MUST BE PRESENT TO WIN)
8:30-9:30AM   SESSION 5	
 PIRATE'S COVE	<b>NEW MARKET, NO PROBLEM: HOW TO OPEN A NEW MARKET ANYWHERE</b> DEIRDRE GILMORE, FSMPS, CPSM AND RICK FAIRCLOTH
 TREASURE ISLAND	<b>HOW TO LIVE THE BEST MARKETER LIFE</b>   JEFF ANDERLE
 HARBOR ISLAND	<b>BUILDING A CULTURE-DRIVEN BRAND THROUGH GRIT</b>   BETH GANOE, CPSM AND JULIE SMITH
15 MINUTE BREAK	
9:45-10:45AM   SESSION 6	
 PIRATE'S COVE	<b>PEOPLING: BUILDING A LEGACY WITH OUR TEAMS</b> DONALD MILLER, AIA, CCM, CEM, LEED AP, PMP
 TREASURE ISLAND	<b>NAVIGATING TOGETHER: USING FEEDBACK TO ENHANCE YOUR CLIENT RELATIONSHIP JOURNEY</b>   KEVIN HEBBLETHWAITE, FSMPS, CPSM
 HARBOR ISLAND	<b>CREATING INFOGRAPHICS: BIG IDEAS IN SMALL PACKAGES</b>   BARBARA HICKS, CPSM
11AM-12PM   CLOSING KEYNOTE	
 BUCCANEER BAY	<b>MARKETING 2022: THE FUTURE OF MARKETING</b>   SCOTT BUTCHER, FSMPS, CPSM
12PM	BOX LUNCH





# MARIOTT FLOOR PLAN