

# 2019 EVENT AGENDA

## Wednesday, November 13th

Time	Activity	Speaker/Info
All Day	Event Registration	Main event registration
2:00pm - 4:00pm	Excursions (Dolphin Watch, Poolside Hang or Segway Tour)	See info sheet for details.
6:00pm - 8:00pm	Welcome Cocktail Party @ SMS Direct	Mingle with other attendees over food, drinks and a fun raffle! Transportation from Hotel provided. Event held at: 11577 US Hwy 19 N. Clearwater, FL 33765

## Thursday, November 14th

Time	Activity	Speaker/Info
7:30am - 8:45am	Breakfast <b>Dunes III</b>	
8:45am - 9:00am	MarketEdge 2019 Kickoff <b>Dunes I &amp; II</b>	<b>Host: Brad Kugler</b>
9:00am - 10:30am	Keynote - The "Client Success Optimizer" <b>Dunes I &amp; II</b>	<b>Host: Patrick Valtin</b> Applying the new rules of salesmanship in a saturated, over-competitive market.
10:30am - 10:45am	Coffee/Refreshments	
<b>10:45am - 11:30am</b>	<b>SALES TRACK</b> - DM2.0 Sales for Beginners <b>Dunes III</b>	<b>Host: Morgan DiGiorgio</b> Understanding the basics to selling DirectMail2.0
	<b>MARKETING TRACK</b> - How Commercial Printers can Grow their Leads and Sales <b>Dunes I &amp; II</b>	<b>Host: David Rosdendahl</b> Why it is essential that you do regular, ongoing self-promotion (or run the risk of severe revenue swings)

# EVENT AGENDA

Thursday, November 14th (cont.)

Time	Activity	Speaker/Info
11:45am - 12:30pm	<b>SALES TRACK</b> - DM2.0 Sales for Beginners Dunes III	<b>Host: Mark Hale</b> What is the best way to get your customers interested in DM2.0? Learn the secret to closing more sales and increase your profit margins 200% using DM2.0.
	<b>or</b>	
	<b>MARKETING TRACK</b> - What Have You Done For Me Lately? Dunes I & II	<b>Host: Deborah Corn</b> The ability to bring new opportunities to print customers is what sets your business apart from the rest. Say NO to the status quo!
12:30pm - 1:30pm	Lunch - Dunes III	
1:30pm - 2:15pm	<b>SALES TRACK</b> - Close More Sales Being Innately YOU Dunes III	<b>Host: Erik Bayersdorfer</b> Closing a sale has everything to do with you, being innately you, during the sale process. But how do you be innately you, while selling? The answer to that question is the key to closing more!
	<b>or</b>	
	<b>MARKETING TRACK</b> - Hot or Not: DM2.0 Campaign Reviews Dunes I & II	<b>Host: Erica Switzer</b> Highlighting different DM2.0 campaigns and breaking down what is successful and what to avoid.
2:30pm - 3:20pm	General Session - SMS Direct Sponsor Highlight: Informed Production - Dunes I & II	<b>Host: David Stein</b> Need to Know! Production Mailers can improve efficiencies and profit by knowing in real-time how their operation is performing and whether they are meeting operational standards.
3:20pm - 4:00pm	General Session - DM2.0 Sales Rep Panel: Partner Sales Rep Experiences - Dunes I & II	<b>Host: Erica Switzer</b> Carly Switzer, Mark Hale, Samantha Vance
4:00pm - 5:00pm	Vendor Speed Dating Dunes III	
6:00 - 9:00pm	Captain Memo's Pirate Dinner Cruise	

Friday, November 15th

Time	Activity	Speaker/Info
7:30am - 8:45am	Breakfast Dunes III	
8:45am - 9:00am	Day 2 Kickoff Dunes I & II	<b>Host: Brad Kugler</b>

# EVENT AGENDA

**Friday, November 15th (cont.)**

Time	Activity	Speaker/Info
9:00am - 10:00am	Keynote Session - How to Bulletproof Your Business <b>Dunes III</b>	<b>Host: Vick Tipnes</b> Vick went from \$78 in the bank to a multimillion dollar business. In this session Vick focuses on the importance of thinking big and gives 4 specific lessons that helped him grow his business 355% and made it bulletproof.
10:05am - 11:00am	<b>SALES TRACK</b> - DM2.0 for the Advanced Seller <b>Dunes III</b>	<b>Host: Erica Switzer</b> Accelerating your DM2.0 Sales (must be a partner for 1 year to attend)
	<b>or</b> <b>MARKETING TRACK</b> - Direct Mail + Technology + Consumer Behavior = A Future to Bet On <b>Dunes I &amp; II</b>	<b>Host: Christine Erna</b> Increase engagement, generate new leads, track real-time results and stay top of mind with your customers.
11:00am - 11:15am	Coffee/Refreshments	
11:15am - 12:00pm	<b>SALES TRACK</b> - Technology Sales 101: Keeping it Stupid Simple <b>Dunes III</b>	<b>Host: Brad Kugler</b> Breaking down the complicated technology so the layman can understand and WANT to buy.
	<b>or</b> <b>MARKETING TRACK</b> - Social Media Ads: The Good, The Bad & The Ugly - <b>Dunes I &amp; II</b>	<b>Hosts: Ferris Coates &amp; Adam Steele</b> An in-depth breakdown of the do's and don'ts of social media marketing to ultimately get the best response rate.
12:00pm - 1:30pm	Lunch/DM2.0 Awards <b>Dunes III</b>	
1:30pm - 2:30pm	General Session - Understanding Data In Your Business: The Basics of Mailing Lists & Data Appending <b>Dunes I &amp; II</b>	<b>Host: David Carroll</b> A complete overview of how to capitalize data appends for your mailing and social media lists.
2:30pm - 3:30pm	General Session - DM2.020: What's Next? <b>Dunes I &amp; II</b>	<b>Host: Brad Kugler &amp; Erica Switzer</b> 2020 Roadmap of the latest product launches, enhancements, etc.
4:00pm	Farewell Party Rooftop at Marina Cantina 25 Causeway Blvd., Clearwater, FL 33767	



# ABOUT OUR **SPEAKERS**

**MARKETEDGE2019** is proud to bring you presentations by some of the most successful marketers in the business. Get to know our Keynote Speakers!



**Brad Kugler** • DIRECTMAIL 2.0, CEO  
**MARKETEDGE2019 Host & Emcee**

With over 25 years in entertainment distribution & retail marketing, Brad has grown businesses from little to no revenue up to over \$25 million per year. His love for technology has pushed him into the digital marketing world.



**Patrick Valtin** • HIREBOX, PRESIDENT/CEO  
**The “Client Success Optimizer”**

Widely praised by attendees & industry experts alike, guest speaker Patrick Valtin’s session addresses modern-day selling issues. Patrick’s session provides strategic facts & fixes to get you & your team closing more clients!



**Morgan DiGiorgio** • DIRECTMAIL2.0, SALES MANAGER  
**Sales Track – DM2.0 Sales for Beginners**

Morgan is your go-to-guide for providing solutions pertaining to DM2.0. She has a BS in Business Administration and Management from UF (Go Gators!) and over 18 years professional experience in various business sectors.



**David Rosdendahl** • MINDFIRE, PRESIDENT & CO-FOUNDER  
**Marketing Track– How Commercial Printers Can Grow Their Leads & Sales**

David is the president & co-founder of MindFire, a two-time Inc500 award-winning software company.



**Mark Hale** • WILSON PRINT MARKETING USA, PRESIDENT  
**Sales Track – A Partner Success with DM2.0**

Mark Hale is the President of Wilson Print Marketing USA. Since signing up for DM2.0 his company has experienced double digit growth using DM2.0 by up-selling existing customers and opening new markets for his companies services.



**Samantha Vance** • MAIN STREET INC, VP MARKETING  
**General Session - DM2.0 Parner Sales Rep Panel & Sales Rep Experiences**

Traditionally a check printing company serving over 2,100 financial institutions nationwide, Main Street has expanded its service offerings to include various marketing services to drive growth for our customers.

# About Our Speakers



**Deborah Corn** • PRINTMEDIACENTR, INTERGALACTIC AMBASSADOR TO THE PRINTERVERSE

**Marketing Track - What Have You Done For Me Lately?**

Deborah Corn is the Intergalactic Ambassador to The Printerverse at Print Media Centr, a Print Buyerologist™, industry speaker and blogger, host of Podcasts from The Printerverse



**Erik Bayersdorfer** • GENIUS INC, VP

**Sales Track - Close More Sales Being Innately YOU**

Closing a sale has everything to do with you, being innately you, during the sale process. But how do you be innately you, while selling? The answer to that question is the key to closing more!



**Erica Switzer** • DIRECTMAIL2.0, VP

**Marketing Track - Hot or Not: DM2.0 Campaign Reviews**

Erica Switzer is the Vice President of DirectMail2.0, a marketing solution that allows printers and mail houses to provide fully integrated and trackable direct mail campaigns to their clients.



**David Stein** • SMS DIRECT

**General Session - SMS Direct Sponsor Highlight: Informed Production**

With 40 years in the mailing market & expertise in engineering, manufacturing, marketing, sales & service, David has participated in the growth of this industry & uses his skills to help clients succeed & grow in today's market.



**Vick Tipnes** • BLACKSTONE, CEO

**Keynote Session - How to bulletproof your Business**

Founded Blackstone in 2012 with zero revenue and turned it into an Inc 5000 Company with 325% growth.



**Christine Erna** • STRATEGIC POSTAL ADVISORS, PRESIDENT & FOUNDER

**Marketing Track: Direct Mail+Technology+Consumer Behavior= A Future to Bet On**

President & Founder of Strategic Postal Advisors. Christine has 25+ years of expertise and experience in Mail, Postal, Print, direct mail marketing, design, analysis, and training world.

## **Ferris Coates** • DIRECTMAIL2.0, MARKETING DIRECTOR

### **Marketing Track – Social Media Ads: The Good, The Bad & The Ugly**

Los Angeles native with 10+ years of social media marketing experience. Her ability to manage multiple projects, a creative team and her baking skills, she can cultivate a marketing story that resonates with leads and sales.

## **Adam Steele** • DIRECTMAIL2.0, SENIOR PRODUCT MANAGER

### **Marketing Track – Social Media Ads: The Good, The Bad & The Ugly**

Adam oversees DM2.0 partner's campaigns and maintenance. He is the know-it-all of Facebook, Instagram and Google ad campaigns. He knows what works and what doesn't and what will get your ads approved or disapproved.

## **David Carroll** • A TYPE DATA, OWNER

### **General Session - Understanding Data In Your Business: The Basics of Mailing Lists & Data Appending**

Located in Minneapolis, MN, A Type Data has been in business for 6 years and focuses on Data Appending, Data Hygiene, Data Analytics and Data Lists for both businesses and consumers. A Type Data has worked with both small and large companies including Ashley Furniture, TiVO, UPack, MGM Grand and the Golden State Warriors, all the way down to local businesses across the US

## **Gregg Hall** • G&J, PRESIDENT

### **General Session - DM2.0 Partner Sales Rep Panel & Sales Rep Experiences**

Gregg has honed his direct marketing skills from over 35 successful years in the industry. He opened G&J: Mail Re-imagined in 1999, and has been committed to simplifying and streamlining the mail marketing process for clients.

## **Carly Switzer** • POSTCARDMANIA, MARKETING CONSULTANT

### **General Session - DM2.0 Partner Sales Rep Panel & Sales Rep Experiences**

Carly has been a Senior Marketing Consultant at PostcardMania for the past 13 years. PostcardMania was the first direct mail organization to offer DM2.0 during its beta phase from 2012-2015.

## **Jeffrey Elzinga** • SMS DIRECT, SENIOR SOFTWARE DEVELOPER

### **General Session - SMS Direct Sponsor Highlight: Informed Production**

Jeffrey, hailing from South America, is an ambitious software developer, a veteran of the mail industry with experience consulting and developing products for companies all over the USA and South America.

