

Schedule



Tuesday, November 2

6:00pm – 8:00pm Informal Networking Social - Embassy Suites Memphis

Wednesday, November 3 ► Embassy Suites Memphis

	Regency Room	Consulate Room
6:30am – 7:30am	Morning Walks (optional)	
8:00am – 9:30am	Continental Breakfast at Hotel*/Registration Open in the Atrium	
9:30am – 10:00am	Welcome/Ice Breaker: Regency Room	
10:00am – 11:00am	Educational Session ► Collaboration Track: Reaching Out to Incoming Freshman: How an NSO Video and Program Can Grow Participation — J. Neal	Educational Session ► Sponsorships Track: Jumpstart Sponsor Workshop — C. Kropff
11:00am – 1:00pm	Lunch (on your own)	
1:00pm – 2:00pm	Educational Session ► Branding/Graphic Design Track: Department Branding through Print Design Consistency — E. Bach	Educational Session ► Membership Track: Membership Revenue – How to Reach Your Goal and Keep Your Members — K. Myers
3:00pm – 5:00pm	► Tour: University of Memphis Student Recreation and Fitness Center	
5:30pm – 7:00pm	Free time on Beale Street	
7:00pm – 10:00pm	Networking Social at Alfred's on Beale Street (dinner provided)	

Thursday, November 4 ► Embassy Suites Memphis

	Regency Room	Consulate Room
6:30am – 7:30am	Morning Walks (optional)	
8:00am – 8:30am	Registration Open/Continental Breakfast at Hotel*	
8:45am – 9:45am	Panel Discussion with Memphis Area Sport Professionals: Regency Room <ul style="list-style-type: none"> • Chad Bolen, Vice President, Corporate Partnerships • Adam Goldberg, Director of Marketing, Memphis Redbirds • Brandon Hayes, Marketing Director for Athletics, University of Memphis 	
10:00am – 11:15am	Roundtable Discussions: Consulate Room	

11:30am – 12:30pm	Educational Session ▶ Marketing for Small Schools Track: From Jack of All Trades to Master of Marketing on a Budget — M. Vanbuskirk	Educational Session ▶ Branding/Graphic Design Track: Creating and Maintaining your Celebrity On-Campus Personality — L. Martinez
12:30pm – 1:30pm	Networking Lunch (meal provided) in the Atrium	
1:30pm – 2:30pm	Educational Session ▶ E-Marketing Track: Electronic Marketing- Website, Emails and Social Media — J. McNiff	Educational Session ▶ Sponsorship Track: Sponsorship: Play like a Pro! — W. Little
2:45pm – 3:45pm	Educational Session ▶ Sustainability Track: Work Hard, Play Greener! — G. Sandoval	Educational Session ▶ Design/Creativity/ Brainstorming Ideas Track: Undercover Operation: Secrets of Recreational Magazine Production — J. Wiemer
4:00pm – 8:00pm	Networking/Dinner (on your own)	

Friday, November 5 ▶ Embassy Suites Memphis

	Regency Room	Consulate Room
6:30am – 7:30am	Morning Walks (optional)	
8:00am – 9:00am	Continental Breakfast at Hotel*	
9:00am – 10:00am	Educational Session ▶ Miscellaneous Track: Think Outside the Polygon — L. Martinez	Educational Session ▶ Sponsorship Track: Identifying and Targeting your Best Prospects — K. Smith
10:15am – Noon	Closing Guest Speakers ▶ Topic: Social Media — Regency Room	
	 <p>Andrew Careaga Director of Communications Missouri University of Science & Technology</p>	 <p>Teresa Valerio Parrot Vice President Widmeyer Communications</p>

* For guests registered at Embassy Suites Memphis