

Copier Dealer Association

MARKETING SUMMIT + OWNERS CONVENTION

2021

LOUISVILLE,
KY

JULY
21-23

[**THANK YOU** | to our
AWESOME SPONSORS]



GreatAmerica

Speaker Sponsor



Wednesday Marketing Lunch



Wednesday Experience



INTERMEDIA

Meeting Sponsor

Sepialine

Board Lunch



Conundrum Wine



Thursday Cocktail Party



Thursday Dinner



Thursday Dinner Drink



Speaker Sponsor



Friday Breakfast

JULY 21-23, 2021
THE BROWN HOTEL



MARKETING AGENDA

WEDNESDAY, JULY 21

8:00 AM – 8:45 AM // CONTINENTAL BREAKFAST **Bluegrass Room**

8:45 AM - 9:00 AM

INTRODUCTION & OPENING REMARKS: Gary Harouff & Keven Ellison, AIS **Gallery Ballroom**

9:00 AM - 10:00 AM



MARCUS SHERIDAN: *IMPACT*

Keynote - The Digital Buyer: How B2B Buyers Have Dramatically Changed Post COVID and What that Means for Businesses Moving Forward **Gallery Ballroom**

10:00 AM - 10:45 AM



DANIEL GRAY: *Standard Office Systems*

More Than Vanity Metrics: A Content Strategy That Pays **Gallery Ballroom**

10:45 AM - 11:00 AM

// BREAK **Gallery Ballroom**

11:00 AM - 12:15 PM



KEVEN ELLISON: AIS

Giving Our Customers What They Want: An Online Store - The How and Why? **Gallery Ballroom**

12:15 PM - 1:00 PM

// LUNCH **Gallery Ballroom**

1:00 PM - 1:45 PM



HALEY GRIGSBY: *Fisher's Technology*

Millennials Are Taking Charge: How Marketers Can Connect With This Growing B2B Buyer **Gallery Ballroom**

1:45 PM - 2:30 PM



CHRIS WILLIAMS: *All Copy Products*

Designing Your Website to Engage & Convert **Gallery Ballroom**

2:30 PM - 2:45 PM

// BREAK **Gallery Ballroom**

2:45 PM - 4:15 PM

DEALER PANEL

KARLEE RICKS: *Impact*

DANIELLE ELDREDGE: *RJ Young*

SHANNON BAJER: *Cobb Tech*

KEVEN ELLISON: AIS

The Intangibles: Leveraging Marketing in Other Areas of Your Dealership **Gallery Ballroom**

4:15 PM - 4:45 PM

KEVEN ELLISON: AIS

CDA Website Take Over - Discussion for All **Gallery Ballroom**

4:45 PM - 5:15 PM

// WRAP UP AND NEXT STEPS **Gallery Ballroom**

6:00 PM

// DEPART HOTEL **Meet in the Lobby**

6:00 PM - 10:00 PM

// BOURBON TASTINGS & DINNER **Bardstown Bourbon Company**

OWNERS AGENDA

WEDNESDAY, JULY 21

6:00 PM // DEPART HOTEL **Meet in the Lobby**

6:00 PM – 10:00 PM // BOURBON TASTINGS & DINNER **Bardstown Bourbon Company**

THURSDAY, JULY 22

10:00 AM – 12:00 PM // BOARD MEETING **Gallery Ballroom**

12:00 PM – 12:45 PM // BOARD LUNCH **Gallery Ballroom**

1:00 PM - 1:15 PM

INTRODUCTION & OPENING REMARKS **Gallery Ballroom**

1:15 PM - 2:30 PM



BOB GOLDBERG: SNFR, Attorney
The New Normal is Abnormal

Gallery Ballroom

2:30 PM - 4:00 PM



MATT DIXON: Tethr, Chief Product & Research Officer
Author of The Challenger Sale and The Effortless Experience **Gallery Ballroom**

4:15 PM - 5:15 PM



CONUNDRUM HOUR "SURPRISE SPEAKER": A famous, transformational industry legend will share confidential insights and stories **Gallery Ballroom**

5:15 PM - 6:30 PM

6:30 PM - 7:30 PM

7:30 PM - 9:30 PM

// FREE TIME

// COCKTAIL HOUR **Rooftop Garden - 16th Floor**

// DINNER **Bluegrass Room**

FRIDAY, JULY 23

7:00 AM-8:00 AM // BREAKFAST with Mimosas **Location**

8:00 AM-8:30 AM // OPENING REMARKS and Comments from Sponsors **Gallery Ballroom**

8:30 AM - 9:30 AM



DEALER PANEL

JOHN HEY & TODD JOHNSON: Strategic Business Association, Partners
Integration of Acquired Companies with RJ Young, All Copy Products, and Applied Imaging **Gallery Ballroom**

9:30 AM - 9:45 AM

// BREAK **Gallery Ballroom**

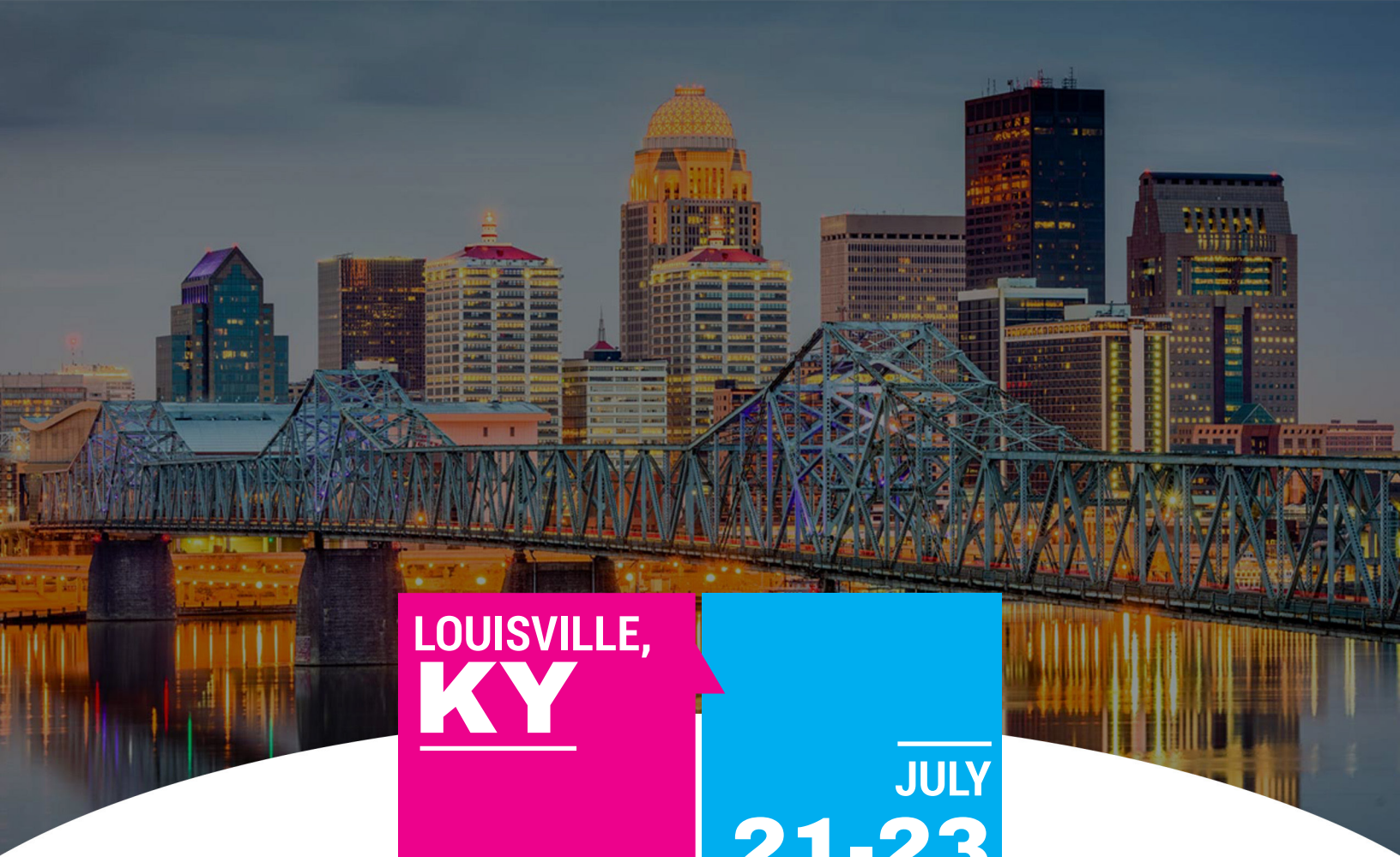
9:45 AM - 11:45 AM



JOHN HEY & TODD JOHNSON: Strategic Business Association, Partners
2021 Dealer Survey Results **Gallery Ballroom**

11:45 AM - 12:00 PM

// CLOSING REMARKS **Gallery Ballroom**



LOUISVILLE,
KY

JULY
21-23

THANK YOU
for joining us in LOUISVILLE!

See You Next Time!

