

Capture the Magic Schedule

Monday, June 17

6 to 8 p.m.

Opening Reception at Advanced Office

Tuesday, June 18

7:30 to 8:15 a.m.

Breakfast

8:15 to 8:25 a.m.

Opening Comments

8:25 to 8:30 a.m.

Goldberg Reception Sponsor Presentation 1

8:30 to 8:35 a.m.

Keynote Sponsor Presentation: Zultys

8:35 to 9:50 a.m.

Keynote Address: "Market Conditions Don't Determine Growth ... You Do!," Mark King, former CEO, Taco Bell & TaylorMade

9:50 to 9:55 a.m.

Breaks Sponsor Presentation: Sharp

9:55 to 10 a.m.

Goldberg Reception Sponsor Presentation 2

10 to 11 a.m.

Exhibits Open

11 a.m. to Noon

Breakout Sessions:

- Exhibits Open
- "Revolutionizing Sales With Automation & AI," Shawn Peterson, Quantum Business Solutions
- "Practical AI for the Office Equipment Channel in 2024," West McDonald, GoWest.ai
 - "Elevating Your Business Results With the Entrepreneurial Operating System (EOS)," Sally Brause, GreatAmerica Financial Services Corp.

Noon to 1 p.m.

Lunch

1 to 2 p.m.

Exhibits Open

2 to 2:05 p.m.

Lunch Sponsor Presentation: Xerox

2:05 to 3 p.m.

Educational Session: "Benchmarking for Office Technology Dealerships in the Post-COVID Era," Todd Johnson, Strategic Business Associates

3 to 3:05 p.m.

Goldberg Reception Sponsor 3

3:05 to 3:10 p.m.

Goldberg Reception Sponsor 4

3:10 to 4:25 p.m.

Exhibits Open

4:25 to 5:25 p.m.

Educational Session: "An Industry in Transition," Bob Goldberg & Greg Goldberg, BTA

5:25 to 5:30 p.m.

Goldberg Reception Sponsor 5

7 p.m.

Bob Goldberg Appreciation Reception

Wednesday, June 19

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Educational Session: "Evaluating Hardcopy OEM Partner Programs," Robert Palmer, IDC

9 to 9:05 a.m.

Breakfast Sponsor Presentation

9:05 to 10:15 a.m.

Exhibits Open

10:15 to 11:15 a.m.

Breakout Sessions:

- Exhibits Open
- "Optimizing Your Sales Machine," Shawn Peterson, Quantum Business Solutions & Katie Landaal, ZoomInfo

10:15 to 11:15 a.m.

Breakout Sessions Cont.:

- "Creating Your Own GPTs: No Coding Required," West McDonald, GoWest.ai
- "Strategic Business Results: Office Technology Providers Talk EOS" dealer panel, moderated by Sally Brause, GreatAmerica Financial Services Corp.

11:15 a.m. to 12:15 p.m.

Educational Session: "Intelligent Printing: How AI is Revolutionizing MPS," Anne Valaitis, Keypoint Intelligence

12:15 to 12:30 p.m.

Closing Comments & Prize Drawings