



EMA Annual Conference Agenda
September 18-20, 2022
Hotel Vin
Grapevine, Texas
www.expma.org

Sunday, September 18		
6:00 – 8:00 pm	Welcome Reception/Registration Check-in	Location: Bordeaux B Foyer

Monday, September 19		Room location
7:30 – 8:30 am	Breakfast	Bordeaux B
8:35 – 8:45 am	Opening remarks	Bordeaux B
8:45 – 9:25 am	Vendor: Perception Marketing – Marissa Allen – Sell More to Existing Clients with Perception Marketing’s diversified services	Bordeaux B
9:25 – 9:35 am	Break	Bordeaux B Foyer
9:35 – 9:55 am	Vendor: Terracom – Jesse Malagon – Selling VOIP Phone Service/Internet	Bordeaux B
9:55 – 10:35 am	Prodigital/Steady Brand/Ace Media – Digital Players/Overhead Music/Digital Signage	Bordeaux B
10:35 – 10:45 am	Break	Bordeaux B Foyer
10:45 – 11:45 am	Guest speaker – Mark Horwood – Australia Statistics – Unicasting vs. Multicasting for VOIP Phone Systems. How to leverage VOIP Phone Systems with messaging and upsell your clients	Bordeaux B
11:45 – 1:00 pm	Lunch	Willhoite’s Restaurant
1:00 – 2:30 pm	Group discussion session (see attached topics)	Bordeaux B & Treaty 2 (Scent)
2:30 – 2:45 pm	Break	Bordeaux B Foyer
2:45 – 4:00 pm	Group discussion session (see attached topics)	Bordeaux B & Treaty 2 (Scent)
6:00 pm	Bowling, Games, Dinner	PINSTACKS

Tuesday, September 20		
8:00 – 9:00 am	Breakfast & MARCE Awards	Location: TBD
9:00 – 9:15 am	Break	Bordeaux B Foyer
9:15 – 10:30 am	Group discussion session (see attached topics)	Bordeaux B & Treaty 2 (Scent)
10:30 – 10:45 am	Break	Bordeaux B Foyer
10:45 – 12:00 pm	Group discussion session (see attached topics)	Bordeaux B & Treaty 2 (Scent)
12:00 pm	Sessions End	
3:00 pm	Depart for Fort Worth Stockyards cattle drive	Meet in lobby

Message-On-Hold Topics

VOIP:

- What's new?
- How can we deliver it to clients?
- How have the different platforms evolved?

MOH:

- Where is the future of MOH going and how will it change in the next 5 years?
- Artificial Intelligence – how it may impact our industry.

Potential Client Markets:

- What vertical markets still use the phone often that would be great prospects?

Client Retention:

- How to save a VOIP cancellation call.
- How to educate clients before you get a cancellation call
- Better ways to retain clients

Diversification:

- What are emerging interests in world of customer experience?
- How has COVID changed the business experience?
- How can we serve businesses better and offer more?
- How can we capitalize and grow by offering different services?
- What resources do you now have that you can utilize to offer other services?

System Automation:

- How to automate to improve efficiency.
- Are there processes to automate audio/music mixing?
- How to streamline update process for the client.
- How to automate to give more value and improve customer retention

Scent Topics

- Developing and understanding pain points for prospective scent clients
- Common roadblocks with prospective and current scent clients and how to approach them
- New and developing technology in scent
- Techniques for scenting a space (how to approach setting up scent for the space)
- Choosing the best fragrance for the brand or space
- Scenting Hardware (Understanding what's available and how it works)
- Lessons learned - The Do's and Don'ts of scenting
- Business Operations - Running a smooth scent business

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