



REGISTER TODAY!

Wednesday, March 11, 2020

LOCATION:

Sheraton New Orleans
500 Canal Street
New Orleans, LA

TIMELINE:

7:30 - 8:30	Networking Breakfast
8:30 - 8:45	Welcome/Announcements
8:45 - 10:00	Keynote
10:15-11:45	Roundtable Session
12pm - 1:00	Networking Lunch
1:15 - 2:30	Keynote
2:45 - 4:00	Keynote
4:00 - 6:00	Networking & Cocktail Reception

FEATURING:

KEYNOTE SPEAKERS:

- Susan Freeman, "Disrupting Stereotypes in the Workplace: Understanding Gender-Based Communication to Combat Bias"
- Donna Corlew, "Commanding Conversations"
- Ida Cheinman, "Connecting the Dots: Marketing's Role in Aligning Brand Experience (BX), Customer Experience (CX) and Employee Experience (EX)"

visit www.smpssela.com for speaker bios and more information on roundtable topics.

ROUNDTABLE TOPICS:

- Creating a Culture of Brand Ambassadors Within Your Company
- The Three Rs: Reputation, Relationships & Responsiveness
- Market Planning: "If You Don't Know Where You Are Going, Any Road Will Get You There"
- Brand Based Culture: Your Real Competitive Advantage
- You're Shortlisted, Now What?
- Are you Left or Right Brained? How Knowing Can Improve Your Daily Life
- How to Publish and Promote Your Work
- Leveraging Market Research as a Competitive Advantage

TICKETS & SPONSORSHIPS AVAILABLE!

TICKET PRICES:

- Early Bird Members \$140 (Ends 2/28)
- Early Bird Non-Members \$170 (Ends 2/28)
- Members \$170
- Non-Members \$200
- Networking Reception Only \$50
- Lunch Only \$50

SPONSOR LEVELS:

- Event Sponsor (\$1,500)
- Reception Sponsor (\$750)
- Luncheon Sponsor (\$500)
- Breakfast Sponsor (\$250)
- Contributing Sponsor (\$100)

All attendees & sponsors must register online at www.smpssela.org

ALREADY REGISTERED?

- **Reception & Lunch Tickets:** There are \$50 reception-only and \$50 lunch-only tickets available. Bring a principal or busy colleague to the reception or lunch for door prizes and networking!
- The event space is typically very cold, so bring a jacket/sweater to the workshop.

VISIT WWW.SMPSSELA.COM FOR MORE DETAILS!