

LARGE COMPANY SALES ROUNDTABLE

Agenda at a Glance

Tuesday, June 7 – Wednesday, June 8, 2022

DAY 1 – TUESDAY, JUNE 7, 2022

3:00 PM Registration Opens, Welcome Coffee and Reception

4:00 PM Session One | **Restructuring Sales Teams to Succeed in Today's Marketplace**

Featured Speakers:

- David Buaders, *SparxIQ*
- Bob Decker, *VP of Sales, Livingston & Haven*
- Courtney Enser, *VP of Sales, Millcraft*
- Matt Kaufman, *VP of Sales, Palmer-Donavin*

5:15 PM Break

6:00 PM Reception
International Ballroom

7:00 PM Dinner
International Ballroom

Featured Speaker: Michael Rogers, *Futurist-in-Residence, The New York Times; Columnist, MSNBC*

9:00 PM Evening Concludes

DAY 2 – WEDNESDAY, JUNE 8, 2022

7:00 AM Registration Opens & Breakfast
International Ballroom

Featured Speaker: Seth Waugh, *Associate Vice President of Government Relations, NAW*

8:00 AM Session Two | **Solve Your Compensation Puzzle**

Featured Speaker: Donya Rose, *Managing Principal, The Cygnal Group*

9:15 AM Break

9:30 AM Session Three | **Virtual vs. In-Person External Sales – What We’ve Learned Since 2020**

Featured Speaker: Nancy Sperry, *Allego*

10:45 PM Break

11:00 AM Roundtable Discussion

12:00 PM Lunch
International Ballroom

1:00 PM Session Four | **Coaching Your Sales Team to Improved Performance**

Featured Speaker: Doug Wyatt, *SparxIQ*

2:15 PM Adjournment