

WORKSHOPS

Thursday, Oct. 20

Friday, Oct. 21

Saturday, Oct. 22

Learning Tracks

11 a.m.–12:30 p.m.

3:15 p.m.–4:45 p.m.

1:30 p.m.–3 p.m.

4 p.m.–5:30 p.m.

2:30 p.m.–4 p.m.

Executive

Selling to the C-Suite:
Get Your Foot in the Door;
Get the Contract
(Matt Monroe)

Metric Insights:
How Do You Measure Up
Against Your Competitors?
(Jim Essey and Panel)

Executive Best Practices:
How Successful CEOs
Set Their Priorities *(Panel)*

Maximize Your Margins:
Who's Doing It and How
(Judith Scott and Greg Palmer)

M&A: How to Buy, How to Sell
*(Chad Lincoln, Sam Sacco,
David Garrity, and Jack Lyons)*

Leadership: A Special
Session for CEOs
(Connie Podesta)

**Sales and Business
Development**

It's a Specialized World:
Carve Your Niche
(Shel Hart)

Relationship Selling:
Take It to a New Level
(John Rich)

Procurement Professionals:
A Different Breed of Buyer
*(David Read and
Maureen Grippa)*

10 T's of Customer Acquisition
and Retention *(Steven S. Little)*

Loyalty That Sizzles:
Turn Customers Into
Promoters *(Aaron Green)*

Customer Perception:
From Good to Great
*(Jim Lanzalotto,
Steve Berchem, and Panel)*

Sales Superstars:
How They Achieve
(Linda Zumstein and Panel)

**Operations and
Customer Service**

Staff Selection:
Hire and Develop
Peak Performers
(Bob Lanza)

Everything You Ever Wanted to
Know About Employment Law
(But Didn't Want to Pay a
Lawyer to Ask) *(Mark Toth and
Stephen Dwyer)*

Vendor Management Systems:
Can They Work for You? *(Panel)*

Manage the Credit-to-Cash
Cycle: Lower DSO and
Increase Cash Flow
(Jim Rothman and Panel)

Diagnose and Prescribe:
Case Studies in Health
Care Staffing *(Jason Meyer)*

Technology: The New
Efficiency Expert *(Panel)*

Management

Future Leaders:
Succession Management
Strategies and Coaching
for Success *(Vince Eugenio)*

Compliance as a Competitive
Advantage: Drive Business
and Protect Your Bottom Line
(Joanna Monroe)

Risky Business: Reduce
Workers' Comp Expenses
and Increase Margins
(Risk Control Services)

Staff Retention: Solutions
to Dazzle Employees
(Richard Finnegan)

Best Business Practices:
Assume Nothing, Assess
Everything *(John Thomas)*

Follow-Through and Execution:
Keys to Productivity and
Profits *(Scott Wintrip)*

Workers' Compensation
Coverage: Get Your Paperwork
in Order *(American
International Group Inc.)*

Develop Your Brand:
Attract Customers and
Candidates Like a
Magnet *(David Rich)*

Winners and Losers
in the Marketplace
(Steve Mulvany)

Recruiting

Trends in Web-Based
Recruiting: Use the
Internet to Find the
Best People *(Panel)*

Nursing Shortage Strategies:
The Foreign Nurse Option
(David Savitsky and Panel)

Recruiting Basics:
15 Top Money-Making Ideas
(Barbara Bruno)

State-of-the-Art Recruiting:
Find the Needle in the
Haystack *(Mike Ramer)*

Attracting the New
Health Care Worker
(Connie Merritt)