

# 2015 Annual Conference Schedule

September 2 - Wednesday		Location
10:00a - 2:00p	Vendor Booth Setup	Main Hallway/Mountain View
2:00p	Registration & Vendor Booths Open	Main Hallway/Mountain View
3:00p - 4:00p	Operations Training - General <ul style="list-style-type: none"> <li>• Client processing</li> <li>• Tax payments</li> <li>• Other general Q &amp; A</li> </ul>	Summit Room A
4:00p - 5:00p	Operations Training - General (Repeated session of 3p-4p)	
3:00p - 4:00p	Sales Training - General <ul style="list-style-type: none"> <li>• How to conduct a successful payroll checkup</li> <li>• Lead generation strategies</li> <li>• How to prepare proposals and close</li> <li>• Conversion process and paper work</li> </ul>	Summit Room B
4:00p - 5:00p	Sales Training - General (Repeat session of 3p-4p)	
3:00p - 5:00p	Vendor presentations (25 minutes/each)	Main Ballroom
5:30p - 6:30p	Opening Reception - Hosted Cocktail Hour	Mountain View
	Dinner <b>Options - Dinner</b> at the hotel (included in attendee fee, starts at 6:30p) or dinner on your own.	Garden Terrace Dining Room
September 3 - Thursday		
7:00a - 8:00a	Breakfast	Garden Terrace Dining Room
8:00a - 8:25a	Vendor Meet & Greet	Mountain View
8:30a - 9:00a	Opening Speaker - Sean Manning, Founder - Payroll Vault	Main Ballroom
9:00a - 10:00a	Communication - Sales & Operations, the Hand-off and Client Communications and Customer Services	Main Ballroom
10:00a - 10:20a	Break	
10:20a - 12:00p	Operations Training <ul style="list-style-type: none"> <li>• Thomson Reuters Presentation</li> <li>• ACA - Your Plan</li> </ul>	Summit Room A
10:20a - 12:00p	Sales Training - Igniting Sales! <ul style="list-style-type: none"> <li>• Sales strategies that attract high revenue clients</li> <li>• Selling auxiliary services</li> <li>• Leveraging your referral partner network</li> </ul>	Summit Room B
12:00p - 1:00p	Lunch	Garden Terrace Dining Room
1:00p - 1:20p	Vendor Meet & Greet	Mountain View
1:20p - 4:30p	Payroll Vault Unlocked - Top topics from 2015 Video Website - Digital Marketing Advanced Marketing On-boarding Automation Culture Social Media Plan Client Retention Client newsletter	Main Ballroom
5:30p - 6:30p	Hosted Cocktail Hour	Mountain View
6:30p - 9:00p	Awards Dinner Event	Garden Terrace Dining Room

# 2015 Annual Conference Schedule

## September 4 - Friday

7:00a - 8:00a	Breakfast	Garden Terrace Dining Room
8:00a - 8:25a	Vendor Meet & Greet	Mountain View
8:30a - 10:30a	Operations - Hands On (Laptop or tablet recommended)	Summit Room A
8:30a - 10:30a	Sales Round Table Discussion	Summit Room B
10:30a - 10:45a	Break	
10:45a - 11:45a	General Closing & Review: Vision, planning, goal setting, and preparing for your future success.	Main Ballroom
11:45a - 12:45p	Lunch	Garden Terrace Dining Room
1:00p - 4:00p	Owner Session: Focus on Goals from May	Summit Room A



Client Focused. Technology Driven.  
PAYROLL RE-DEFINED.