



**2019 Pet Industry Leadership Conference**

**EXECUTIVE CONFERENCE APPOINTMENT SCHEDULER**

**Day 1 Appointments**

*(Tuesday, January 29) 15 minutes each*

- 2:00pm - 2:15pm \_\_\_\_\_
- 2:15pm - 2:30pm \_\_\_\_\_
- 2:30pm - 2:45pm \_\_\_\_\_
- 2:45pm - 3:00pm \_\_\_\_\_
- 3:00pm - 3:15pm \_\_\_\_\_
- 3:15pm - 3:30pm \_\_\_\_\_
- 3:30pm - 3:45pm \_\_\_\_\_
- 3:45pm - 4:00pm \_\_\_\_\_
- 4:00pm - 4:15pm \_\_\_\_\_
- 4:15pm - 4:30pm \_\_\_\_\_

**Day 2 Appointments**

*(Wednesday, January 30) 15 minutes each*

- 7:30am - 7:45am \_\_\_\_\_
- 7:45am - 8:00am \_\_\_\_\_
- 8:00am - 8:15am \_\_\_\_\_
- 8:15am - 8:30am \_\_\_\_\_
- 8:30am - 8:45am \_\_\_\_\_
- 8:45am - 9:00am \_\_\_\_\_
- 9:00am - 9:15am \_\_\_\_\_
- 9:15am - 9:30am \_\_\_\_\_
- 9:30am - 9:45am BREAK**
- 9:45am - 10:00am \_\_\_\_\_
- 10:00am - 10:15am \_\_\_\_\_
- 10:15am - 10:30am \_\_\_\_\_
- 10:30am - 10:45am \_\_\_\_\_
- 10:45am - 11:00am \_\_\_\_\_
- 11:00am - 11:15am \_\_\_\_\_
- 11:15am - 11:30am \_\_\_\_\_



## 2019 Pet Industry Leadership Conference

### EXECUTIVE CONFERENCES FORMAT

Executive Conferences bring manufacturers and distributors together for concentrated, one-on-one sessions. Use them to evaluate your business relationship with trading partners, plan marketing strategies for the year and discuss new products and promotions. Appointments on both days will be 15 minutes each, for a total of 24 conferences. Distributors will be provided with private, draped booths in which to host their conferences. ***Appointments are scheduled in advance of the meeting, so advanced planning is essential.***

**These conferences demand planning and preparation by both parties!** The following suggestions will help you have more successful Executive Conferences:

- **Be FLEXIBLE.** Although executive conferences are 15 minutes in length, feel free to schedule double sessions with key contacts.
- **Schedule EARLY.** Distributors' schedules fill up quickly! Manufacturers should begin contacting distributors ***six to eight weeks prior*** to the Leadership Conference to schedule appointments. To set up your appointments, call or email the distributor contact designated on the attendee list as the Executive Conference scheduler.
- **Have an AGENDA. *These are not social calls*;** be prepared to talk about specific aspects of your business relationship. Share the agenda with your appointment representative prior to the conference so that both parties know what to expect.
- **SELLING of products is NOT ALLOWED.** These are top-to-top sessions between business owners and key managers. Discuss the prior year's sales growth, strategic sales and marketing goals and the results of your Performance Benchmarking report card.

Executive Conference appointment **schedules fill up early** so **register** for the conference as soon as possible then start scheduling your appointments. The list of attendees is posted online and updated weekly as new registrations are confirmed. Use the form on the other side to keep track of your appointments.

