



## SAC ANNUAL MEETING AGENDA

**Tuesday, Oct 5, 2021**

(All times in PDT)

- |                   |  |
|-------------------|--|
| 7:30 – 8:30 AM    | <b>Keynote Presentation</b><br><i>Alan Weiss</i>   |
| 8:30 – 9:00 AM    | <b>Networking</b>  |
| 9:00 – 10:00 AM   | <b>Collaborating Across Borders</b><br><i>Cheryl Williams (facilitator), Patrick Daly, Hamish Mackenzie &amp; Karen Wilson-Starks</i>                  |
| 10:00 – 10:30 AM  | <b>Networking</b>  |
| 10:30 – 11:30 AM  | <b>From Crickets to Cha-Ching - What no one so far has honestly told you about making stand-out video content for your practice</b><br><i>Rob Oddi</i> |
| 11:30 AM-12:30 PM | <b>Networking / Lunch</b>  |
| 12:30 – 1:30 PM   | <b>You Are What You Risk: The New Art of Navigating in an Uncertain World</b><br><i>Michele Wucker</i>   |
| 1:30 – 1:45 PM    | <b>Networking</b>  |



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*Continued.....*

BIRDS OF A FEATHER SESSIONS - Choose one:

1:45 – 2:45 PM

**Birds of a Feather Session: Speaking**

*Steve Markman*

1:45 – 2:45 PM

**Birds of a Feather Session: Books**

*Dan Janal*

1:45 – 2:45 PM

**Birds of a Feather Session: Podcasts**

*Dan Weedin*

1:45 – 2:45 PM

**Birds of a Feather Session: Nonprofits**

*Gail Bower, Karen Eber Davis & Martyn Drake*



**Wednesday, Oct 6, 2021**

(All times in PDT)

- |                   |  |
|-------------------|--|
| 11:30 AM-12:30 PM | <b>Award Presentation</b><br><i>Lisa Anderson, Linda Popky &amp; Pam Harper</i>  |
| 12:30 – 1:00 PM   | <b>Networking</b>  |
| 1:00 – 2:00 PM    | <b>Ask Alan: Q&amp;A with the Rockstar of Consulting</b><br><i>Alan Weiss</i>  |
| 2:00 – 2:30 PM    | <b>Networking</b>  |
| 2:30 – 3:30 PM    | <b>Why Subscriptions Are So Popular, And What It Means for You and Your Clients</b><br><i>Robbie Kellman Baxter</i>                    |
| 3:30 – 4:30 PM    | <b>Networking / Lunch</b>  |
| 4:30 –5:30 PM     | <b>The Art of Inquiry</b><br><i>Jennifer Nash</i>  |
| 5:30 – 6:00 PM    | <b>Networking</b>  |
| 6:00 – 7:00 PM    | <b>SME (small-to-medium enterprise) Panel</b><br><i>Vanessa Khan (facilitator), Evan Bulmer, Christian Muntean &amp; Phil Symchych</i> |



**Thursday, Oct 7, 2021**

(All times in PDT)

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|-------------------|--|
| 8:30 – 9:30 AM    | <b>What In the World Comes Next</b><br><i>Lisa Bing (facilitator), Sabina Ewing, Robert Hammond &amp; Sabrina Kanner</i>   |
| 9:30 – 10:00 AM   | <b>Networking</b>  |
| 10:00 – 11:00 AM  | <b>Getting Published in Top Media</b><br><i>Henry Devries (facilitator), Lisa Apolinski, Robin Ryan &amp; Bruce Werner</i> |
| 11:00 – 11:30 AM  | <b>Networking</b>  |
| 11:30 AM-12:30 PM | <b>Becoming a Recognized Expert by Building Social Proof</b><br><i>Dorie Clark</i>   |
| 12:30 – 1:30 PM   | <b>Networking / Lunch</b>  |
| 1:30 – 2:30 PM    | <b>Scaling Service Based Business Through Innovation</b><br><i>Steve Shapiro</i>   |
| 2:30 – 3:00 PM    | <b>Networking</b>  |
| 3:00 – 3:30 PM    | <b>Wrap Up</b><br><i>Lisa Anderson and Linda Popky</i>   |