



SAC ANNUAL MEETING AGENDA
Tuesday, November 14, 2023 (All times in PST)

7:00 - 8:00 AM	Continental Breakfast and Networking
8:00 - 9:30 AM	Keynote Address <i>Alan Weiss</i>
9:30 - 9:45 AM	Networking
9:45 - 10:30 AM	Award Presentation of the 5th Annual Corrie Shanahan Memorial Advancing Consulting Awards <i>Vanessa Khan, Award Winners</i>
10:30 - 10:45 AM	Networking
10:45 - 11:30 AM	More Clients with Less Marketing <i>Mary Cravets</i>
11:30 - 12:45 PM	Lunch (Provided)
12:00 - 12:45 PM	The Bing Panel: Who's Your Buyer...Identifying & Appealing To Multiple Buyers <i>Lisa Bing and Nnkea Onuorah</i>
12:45 - 1:00 PM	Break
1:00 - 2:00 PM	Keynote Address Unleashing Your Primal Brain: Helping Clients Overcome Polarization <i>Tim Ash</i>
2:00 - 2:15 PM	Networking
2:15 - 3:00 PM	How to Leverage AI in Your Writing <i>Dan Janal</i>
3:00 - 3:15 PM	Networking
3:15 - 4:00 PM	Authority Marketing: 7 Secrets to Market Like An Expert <i>Henry DeVries</i>
4:00 - 4:15 PM	Networking
4:15 - 5:00 PM	Path Forward: What's Next? <i>Lisa Anderson and Linda Popky</i>

[Not registered yet? Let's change that!](#)

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