

# Agenda

summit.21



\*All times are listed in Central Daylight Time (CDT)

Last updated on 3/17/21

## DAY ONE (Tuesday, March 23)

### 9:00am – 5:30pm Education Sessions

#### On Demand

- “Turn Your Showroom into a Selling Machine using Neuroscience” with Robb Best
- “FULLY STAFFED: How to Find & Keep Great Employees in the Worst Labor Market Ever” with Eric Chester
- “Connect More, Convince Less” with Ryan Avery
- “Leading a Culture of Service Excellence” with Dennis Snow
- “Resilience Reset” with Anne Grady
- UASA: Best Practices On How To Maintain Your Profits Within Service
- PSA: “Driving Technician Development” Powered by Skills
- Reliable Parts: “What You Need to Know About R600 Refrigeration”  
(Highly Recommended Session for Service Dealers)

### 10:30am – 8:30pm Region Lounge Open

### 10:30am – 5:30pm Manufacturer Product Trainings

### 12:00pm – 12:30pm 777 Lunch & Learn Key Vendor Session

Hosted by Chad Evans

A 777 Session is a short-form panel discussion featuring 7 Key Vendors, answering 7 Questions, in 7 Minutes. Learn from a different set of vendors each day and don't forget, lunch is on us! The first 50 people who join and attend the full session will receive a gift card after the event.

### 5:00pm – 6:00pm Mega Canada State of the Union 🍁

With Richard Wall, Kim Yost, and Kevin Leir

**Available in both French and English**

Please join our Chairman of the Board, CEO and CFO for an address to the report of the current pulse of Mega Group Canada. In this segment, Richard Wall, Kim Yost and Kevin Leir will be discussing our view on the condition and progress of Mega in 2021.

5:45pm – 6:00pm NEAEG: Steve Moran’s Presidential Address

6:00pm – 6:30pm Jim Ristow’s State of the Union

6:30pm – 8:30pm Stampede

6:30pm – 8:30pm Mega Canada Virtual Buy Fair 🍁

Our first high paced buying event of the year that allows member to buy products at the best discounted rate. A sure-fire event that cannot be missed.

## DAY TWO (Wednesday, March 24)

8:30am – 10:00am NEAEG: New England Membership Meeting

9:00am – 5:30pm Education Sessions

**On Demand**

- “Turn Your Showroom into a Selling Machine using Neuroscience” with Robb Best
- “FULLY STAFFED: How to Find & Keep Great Employees in the Worst Labor Market Ever” with Eric Chester
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- Reliable Parts: “What You Need to Know About R600 Refrigeration”  
(Highly Recommended Session for Service Dealers)

9:00am – 11:00am BrandSource Canada Meeting 🍁

9:30am – 10:00am Coffee Chat with Nolan Pike and Benjamin Liebert  
Presented by Electrolux



10:00am – 11:00am Region Meetings

11:00am – 12:00pm **Keynote, *The Digital Customer: How Today's Buyer Has Changed and What Your Business Must Do About It***  
with Marcus Sheridan

12:00pm – 5:30pm **Region Lounge Open**

12:00pm – 12:30pm **777 Lunch & Learn Key Vendor Session**  
Hosted by Chad Evans

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12:00pm – 5:30pm **Summit Expo**

12:00pm – 5:30pm **Manufacturer Product Trainings**

12:00pm – 5:00pm **Education Sessions**

**12:00pm – 1:00pm**

“DEEP DIVE: THE DIGITAL CONSUMER, How Today's Buyer Has Changed and What Your Business Must Do About It” with Marcus Sheridan

**1:00pm – 2:00pm**

NEAEG: Preparing Your Online Store for the New Virtual Shopper, Hosted by Brian Wattier (Sign Up Required)

**2:00pm – 3:00pm**

“THE VISUAL SALE: How to Embrace the Visual Revolution and Create a Culture of Video in Your Organization” with Marcus Sheridan

**3:00pm – 4:00pm**

Intercounty: Preparing Your Online Store for the New Virtual Shopper, Hosted by Brian Wattier (Sign Up Required)

**4:00pm – 5:00pm**

“GOING VIRTUAL: How to Evolve Your Digital Sales and Marketing to Meet the Demands of Today's Buyer” with Marcus Sheridan

12:00pm – 2:00pm **Réunion BrandSource Canada (*In French*)** 🍁

5:30pm - 6:30pm

**Member Social Hours (*Choose One to Attend*)**

- Young Professionals Comedy Night *Sponsored by Samsung*
- Happy Hour with Electrolux Leadership (*Moderated by Chad Evans*)
- Virtual Magic Show *Sponsored by New Leaf*
- Dog Lovers Happy Hour *Sponsored by Coaster*
- Around the Campfire *Sponsored by DuPage Industries*
- Bingo Night *Sponsored by Wells Fargo*
- Mixing It Up for Our Whirlpool Exclusive Dealers *Sponsored by Whirlpool*
- Social Hour with Serta Simmons Bedding Hosted by Derek Miller, CSO, Melanie Huet, CMO, and the SSB AVB Partner Team

6:30pm - 7:30pm

**Member Social Hours (*Choose One to Attend*)**

- Women in Business “Ladies Night” Cooking Demo Event *Sponsored by Anvil Appliances*
- Margs with Mary & Ritas with Rick with Mary Putman, VP of Marketing and Rick Hasselbeck, CCO of GE Appliances (*Moderated by Paul Roth*)
- A Night Cap + Trivia with TempurSealy *Sponsored by TempurSealy*

**DAY THREE (Thursday, March 25)**

9:00am - 3:00pm

**Education Sessions**

**On Demand**

- “Turn Your Showroom into a Selling Machine using Neuroscience” with Robb Best
- “FULLY STAFFED: How to Find & Keep Great Employees in the Worst Labor Market Ever” with Eric Chester
- “Connect More, Convince Less” with Ryan Avery
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- Reliable Parts: “What You Need to Know About R600 Refrigeration”  
(Highly Recommended Session for Service Dealers)

10:30am - 11:00am

**Chad Evans’ Merchandising Session**

11:00am - 3:00pm

**Summit Expo**

11:00am - 3:00pm

**Region Lounge Open**

11:00am - 3:00pm

**Manufacturer Product Trainings**

**12:00pm – 12:30pm 777 Lunch & Learn Key Vendor Session**

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**3:00pm Tom Bennett's Virtual Pool Party & Award Ceremony**

**3:00pm – 4:00pm Mega Canada ALL IN to Win 🍁**

Sponsored By Whirlpool-Canada



A rally to conclude the Canadian participation of the AVB Summit 2021: Double Down. Hosted by our Executive Vice-President, Michael Vancura, we close the virtual Summit with our gratitude and appreciation to all members and vendors for their participation. There will be an awards ceremony to honor our outstanding vendors and retailers of the year.

**4:00pm Double Down Contest Announcements by YourSource News on BrandSource Facebook LIVE**