

Jewelers Educational Conference & Show Agenda



JEWELERS EDUCATIONAL
CONFERENCE & SHOW

FRIDAY - MARCH 16, 2012

4:00 pm to 10:00 pm Exhibitor Check In – Marriott Hotel, Overland Park, KS
8:00 pm to 10:00 pm Optional Dinner at Carrabba's Italian Grill (Shuttle available)
9:00 pm to 12:00 am Hospitality Room Open

SATURDAY - MARCH 17, 2012

7:00 am to 9:15 am Set up Vendor/Sponsors Showcase
9:30 am to 4:00 pm Registration Open
9:30 am to 12:00 pm Sponsor's Showcase Open (Complimentary mimosas from 9:30 am to 11:45 am)
9:45 am to 10:45 am The Edge Academy's keys to break the endless cycle of "Too Much Old Stock"
Presenter Lynn Baldwin
11:45 am Drawing for \$100 Cash Prize (Drawing in the Vendor Display Room)
12:00 pm to 1:30 pm Opening Lunch & Keynote Address: "It's Not What Your Willing To Do -
It's What You Are Willing To Be!" Keynote Speaker - Louie Gravance
1:45 pm to 5:30 pm Sponsor's Showcase Open - "Showroom Reception"
Complimentary beer & wine from 4:00 pm to close
1:45 pm to 3:30 pm Educational Seminars

- "Clienteling/Relationships" Janice Mack Talcott - The Edge Retail Academy
- "Marketing: Follow The Money" Shane O'Neill - Fruchtmann Marketing
- "Quality Service" Louie Gravance—Creative Concepts

5:45 pm to 6:45 pm Town Hall Meeting -- "The Pros & Cons of Appraisals!"
Moderator Richard Drucker - Owner Gemworld International
7:00 pm to 10:00 pm Gala Reception & Dinner - Food stations, recognitions, comp beer & wine,
silent auction & jewelry design contest
9:00 pm to 12:00 am Hospitality Room Open

SUNDAY - MARCH 18, 2012

7:15 am to 8:30 am Breakfast Buffet & Keynote Presentation by
Darwin Copeman - President of Jewelers Mutual Insurance Co.
8:35 am to 12:45 pm Sponsor's Showcase Open
8:45 am to 10:30 am and Educational Seminars
10:45 am to 12:30 pm Marketing - Clienteling/Relationships - Quality Service
8:45 am to 12:30 pm** 'Optional' BENCH Seminar \$75** - "Working With Palladium"
(price includes seminar, lunch, open discussion & reception)
12:45 pm to 2:00 pm Lunch & Keynote Address - "Advanced Jewelry Sales"
Keynote Presenter Terry Chandler, President of DCA
1:45 pm to 5:30 pm*** Sponsor's Showcase Open - \$75 "Day Pass" available to include lunch,
showcase and reception
2:15 pm to 4:00 pm Educational Seminars
Marketing - Clienteling/Relationships - Quality Service
2:15 pm to 3:00 pm Open Discussion for those attending the BENCH Seminar on "Palladium"
4:15 pm to 5:30 pm Vendor Appreciation "Reception" - Light hors d'oeuvres, comp beer & wine AND
CASH DOOR PRIZES for vendors & jewelers (\$1,500 total)

*** \$75 Sunday "Day Pass" can be purchased by sponsoring vendors for customers not attending the conference OR by jewelers who are unable to attend on Saturday