

ADVANCED TRAINING DAY

MAY 4TH 2023

7:30AM	BREAKFAST & REGISTRATION Live Aqua Lobby & Exhibitor Hall (Báltico & Adriático Halls)	
8:30AM (20 min. break at 10:20AM)	TRACK ONE: GROW AND OPTIMIZE YOUR BUSINESS Pacífico & Atlántico Halls	TRACK TWO: DELIVERING VALUE ACROSS THE CUSTOMER JOURNEY Mediterráneo Hall
	SUB-TRACK 1A: OPERATIONAL EFFECTIVENESS - Integrating EOS Into Your Business - Product Checklists and Critical Sops for Operating Your Business - Tracking Time and Profitability - Important Operating Metrics - Using Dedicated and Satellite Offshore Resources	SUB-TRACK 2A: CREATING RAVING FANS - Successful Clients Relationships and the Customer Journey - Onboarding New Clients and Coordinating with Suppliers - Client Reporting Cadence and Content - Supplier Onboarding Perspectives - NPS and Creating Raving Fans
12:00PM	LUNCH Exhibitor Hall (Báltico & Adriático Halls)	
1:00PM	CONTINUATION SUB-TRACK 1A: OPERATIONAL EFFECTIVENESS	CONTINUATION SUB-TRACK 2A: CREATING RAVING FANS
2:00PM	BREAK (opportunity to change tracks)	
2:15PM	SUB-TRACK 1B: HOW TO STAFF & DEVELOP A WORLD-CLASS AGENCY - How to Tackle Growth Challenges - Identify Hiring Signals - Finding the Right People - Create and Manage Culture - Leveraging Caliper Testing as a Tool	SUB-TRACK 2B: DEVELOPING A PREDICTABLE LEAD GENERATION PLAN - Generating Leads Through Networking - Successful Lead Generation Tactics - Lead Generation Playbooks
	CERVEZAS WITH SPONSORS Exhibitor Hall (Báltico & Adriático Halls)	
	FCMO SESSION (Invite-Only) Mediterráneo Hall	
6:30PM	FIRST-TIMER/NEWBIE RECEPTION Beachfront	
7:30PM	WELCOME BEACH BASH Beachfront	

PLATINUM SPONSOR



CONVENTION DAY 1

MAY 5TH 2023

6:30AM	WSI FITNESS MEET UP Live Aqua Lobby	
8:00AM	BREAKFAST & REGISTRATION Live Aqua Lobby & Exhibitor Hall (Báltico & Adriático Halls)	
9:00AM	Convention Kick Off Pacífico & Atlántico Halls	
9:15AM	The Future of Digital <i>Dan Monaghan, WSI Co-Founder</i>	
10:00AM	TRANSITION & BREAK	
10:15AM	BREAKOUT SESSIONS: BUSINESS DEVELOPMENT TRACK Pacífico & Atlántico Halls	BREAKOUT SESSIONS: OPERATIONS, TOOLS & TRENDS TRACK Mediterráneo Hall
	Digital Strategy 2.0 - Leveraging the Blueprint to Crush Your Client Goals While Unlocking Additional Consulting Revenue for Your IC Business <i>(Cormac Farrelly, WSI Consultant)</i>	The Good, the Bad, and the Online: A Study of 60,000 SMEs Across USA & Europe <i>(Paul Wood, Insites)</i> + TikTok 360 Marketing: Increase Your Agency Revenue Providing TikTok Marketing Services <i>(Inigo Rivero, House of Marketers)</i>
11:30AM	LUNCH WITH SPONSORS Exhibitor Hall (Báltico & Adriático Halls)	
1:00PM	Cracking the Code: The Insider's Guide to LinkedIn Success <i>(Gunnar Hood, WSI Consultant)</i>	Steer Clear: Top 5 Digital Marketing Pitfalls for 2023 <i>(Chris Balon, ALM)</i>
2:00PM	AFTERNOON BREAK	
2:15PM	Road to Millions - Season Two <i>(Andreas & Georgia Mueller-Schubert, WSI Consultants)</i>	Top Guns Panel <i>(Alison Lindemann, Carlos Guzman, Jeremy Howard, Domenic Ali; WSI Consultants. Facilitated by Michael Monaghan.)</i>
	TRANSITION & BREAK	
3:30PM	Building Your Advertising Utopia: The Definitive Masterclass <i>Jack Porter-Smith, WSI Paid Search</i> Pacífico & Atlántico Halls	
4:45PM	DAY 1 CLOSE	
5:00PM	WSI SPRING FLING POOL PARTY WITH SPONSORS Pool Deck	
8:00PM	WSI TRIVIA NIGHT Aqua Club Lounge	SPONSORED PARTY (Invite-Only)

CONVENTION DAY 2

MAY 6TH 2023

6:30AM	WSI FITNESS MEET UP Live Aqua Lobby	
8:00AM	BREAKFAST Exhibitor Hall (Báltico & Adriático Halls)	
9:00AM	Day 2 Kick Off Pacífico & Atlántico Halls	
9:15AM	Artificial Intelligence for Marketing Agencies and Consultants: How to Survive and Thrive in the Age of AI <i>Mike Kaput, Chief Content Officer at Marketing AI Institute</i>	
10:15AM	MORNING BREAK	
10:45AM	ROUNDTABLE SESSIONS (2 x 45 min)	
12:15PM	LUNCH Exhibitor Hall (Báltico & Adriático Halls)	
1:30PM	BREAKOUT SESSIONS: BUSINESS DEVELOPMENT TRACK Pacífico & Atlántico Halls	BREAKOUT SESSIONS: OPERATIONS, TOOLS & TRENDS TRACK Mediterráneo Hall
	The Anatomy of a Winning Proposal System <i>(Chuck Bankoff, WSI Certified Agency)</i>	Panel Discussion: The Impact of Generative AI on Digital Marketing - Opportunities & Challenges <i>(Eric Cook, Francois Muscat; WSI Consultants. Richard Fallah, VBOUT. Mike Kaput, Marketing AI Institute. Facilitated by Gennady Liakhter.)</i>
2:30PM	TRANSITION & BREAK	
2:45PM	Presidential Update <i>Valerie Brown-Dufour, WSI President</i> Pacífico & Atlántico Halls	
3:15PM	WSI AWARDS CEREMONY Pacífico & Atlántico Halls	
5:00PM	Close of Day 2	
7:00PM	APPRECIATION RECEPTION/COCKTAILS (Invite-Only) Live Aqua Theatre	
8:00PM	WSI HOMECOMING DANCE Live Aqua Theatre	

