Marketing Workshop

October 4–5, 2016
San Antonio Marriott Rivercenter
San Antonio, Texas

Providing sales and marketing strategies for forgers, with market overviews of:

• Automotive
• Aerospace
• Energy
• Construction
FIA Marketing Workshop • Schedule of Events
Tuesday, October 4, 2016

Noon–12:45 p.m.
Opening Lunch

12:45 p.m.–2:45 p.m.
Sales Keynote

Gerry Layo, speaker/trainer/coach/author

Gerry Layo is one of the nation’s most dynamic and sought-after speakers offering world-class keynote addresses, seminars, and workshops throughout North America. Gerry offers his audiences 20 years of street-tested, no-nonsense sales and management experience. Coming from a fresh new perspective on the platform today, Gerry began a sales career 20 years ago and since then co-founded and ran three companies, building sales organizations from five people to 1,500! Before founding Sales Coach International, Gerry was the VP of Sales and Marketing for publicly traded ITEX where he ran sales training efforts for over 75 offices worldwide, dramatically increasing growth and profits.

Today, Gerry is the Head Coach/Sales Catalyst for Sales Coach International (SCI), where he wears two hats. In one capacity, Gerry is booked throughout North America as a speaker/trainer to work with companies, organizations, and/or associations through high energy keynote addresses, workshops, and seminars primarily in the field of sales, sales leadership, and customer service. When he is not speaking, Gerry is the Head Coach for SCI’s “Coach Programs.” In this capacity, Gerry, along with a team of SCI Coaches work with companies throughout North America in an ongoing coach/consultant capacity.

Using street-tested techniques, along with SCI’s set of “35 Sales Enhancement Implementables,” Gerry leads the charge in SCI as they coach companies to greater sales and profits. Gerry is the author of “Smart Selling: You Gotta Open ‘Em Before You Can Close ‘Em!” Gerry currently lives in Northern California with his wife, Dia, daughters Khloe and Madi, and son Cooper, and dog JUICE. (JUICE = Join Us In Constant Enthusiasm.)

3–4 p.m.
Automotive Market Overview

Jeoff Burris, Founder and Principal, Advanced Purchasing Dynamics

4–5 p.m.
Energy Market Overview

Neil Webb, Director of Business Development, O’Brien & Gere

5–6 p.m.
Reception

Meet up with other Marketing Workshop attendees at this open bar reception before heading out for dinner.

Who should attend the FIA Marketing Workshop?

• Sales executives and managers
• Marketing executives and managers
• Sales representatives*

*Sales reps may attend at the member rate when accompanied by an FIA member principal.
FIA Marketing Workshop • Schedule of Events
Wednesday, October 5, 2016

7:30–8 a.m.
Continental Breakfast

8–9:15 a.m.
Economic Outlook

Dr. Ken Mayland, President, ClearView Economics

Dr. Ken Mayland is president of ClearView Economics, LLC, a firm specializing in economic research and forecasting. Ken was previously the chief economist of two major financial institutions. Dr. Ken graduated with degrees in economics from MIT and the University of Pennsylvania (M.A. and Ph.D.). He has spent more than 40 years studying the business cycle and providing economic analyses to a variety of constituencies. He is widely quoted by the media, and he has won numerous prestigious awards for forecasting accuracy.

9:15–10:15 a.m.
Construction Market Overview

Lorne Day, Operations Manager, Caterpillar

10:30–11:30 a.m.
Aerospace Market Overview

Dr. Kevin Michaels, President, AeroDynamic Advisory

11:30 a.m.–12:45 p.m.
Legislative and Election Updates from the National Association of Manufacturers

Ned Monroe, Senior Vice President of External Relations, National Association of Manufacturers

12:45 p.m.
Adjourn

The iconic 38-story San Antonio Marriott Rivercenter hotel is just steps away from the world-famous San Antonio Riverwalk, a premier shopping, dining and entertainment destination.

Marketing Workshop attendees must book their own hotel accommodations. To reserve a room at the San Antonio Marriott Rivercenter for the FIA rate of $179/night, call 800-364-8064 and mention FIA or visit https://resweb.passkey.com/go/FIA16.

The deadline to reserve a room in the FIA block is Sept. 12.

San Antonio Marriott Rivercenter
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