



FIA MARKETING CONFERENCE

September 20-21, 2022
Saint Kate, The Arts Hotel
139 E. Kilbourn Avenue
Milwaukee, WI 53202

PROGRAM AGENDA

DAY 1

(Central Time)

Tuesday, September 20

11:00 a.m. – 11:30 a.m.	Registration/Check-In	Simone Foyer
11:30 a.m. – 12:15 p.m.	Leveraging the Challenger Sales Model <i>Jennifer Allen, Challenger Inc.</i>	Simone II
12:15 p.m. – 2:15 p.m.	Lunch	Simone III/IV
2:15 p.m. – 3:00 p.m.	Video Marketing for Manufacturing on a Budget <i>Dave Grendzynski, Kuno Creative</i>	Simone II
3:00 p.m. – 3:15 p.m.	Break	
3:15 p.m. – 4:00 p.m.	Storytelling for Selling <i>Danny Gonzales, Industrial Sage</i>	Simone II
4:00 p.m. – 4:45 p.m.	Search Engine Optimization (SEO) for Manufacturing <i>William McKee, Knowmad Digital Marketing</i>	Simone II
4:45 p.m.	Adjourn	
5:30 – 7:30 p.m.	Networking Happy Hour <i>SafeHouse</i>	<i>SafeHouse</i> 779 N Front St, Milwaukee, WI 53202



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PROGRAM AGENDA

DAY 2

(Central Time)

Wednesday, September 21

8:00 a.m. – 9:00 a.m.	Breakfast	
9:00 a.m. – 9:45 a.m.	Effective Communication and Negotiation in Sales & Marketing <i>Kit Welchlin, MA, CSP, Welchlin Presentations</i>	Simone II
9:45 a.m. – 10:15 a.m.	Construction Mining & Agriculture Market Overview <i>Raffi Aharonian, Rouse Appraisals, LLC</i>	Simone II
10:15 a.m. – 11:00 a.m.	Energy Market Overview <i>Bud Weinstein, Principal, Weinstein Clower & Associates</i>	Simone II
11:00 a.m. – 11:45 a.m.	Steel Market Overview <i>Ibrahim Yucel, CRU Group</i>	Simone II
11:45 a.m. – 12:45 p.m.	Lunch	Simone III/IV
12:45 p.m. – 1:30 p.m.	Automotive Market Overview <i>Bernard Swiecki, Center for Automotive Research</i>	Simone II
1:30 p.m. – 2:15 p.m.	Aerospace Market Overview <i>Aaron O’Leary, TIMET</i>	Simone II
2:15 p.m. – 2:30 p.m.	Refreshment Break	
2:30 p.m. – 3:15 p.m.	Defense Market Overview <i>Mike Manning, Finkl Steel</i>	Simone II
3:15 p.m.	Conclusion	