



FIA MARKETING WORKSHOP
August 30-31, 2021
Aloft Hotel Cleveland Downtown OR Live Online

PROGRAM AGENDA

DAY 1
(Eastern Time)

Monday, August 30, 2021

10:00 a.m. – 11:00 a.m.	Marketing Committee Meeting <i>(Invite only)</i>	Lago (PDR)
11:00 a.m. – 11:30 a.m.	Registration/Check-In	
11:30 a.m. – 12:15 p.m.	Virtual Selling Post-Pandemic <i>Kyle Milan, MFG Tribe</i>	Riviera ABC
12:15 p.m. – 2:15 p.m.	Lunch	Veranda
2:15 p.m. – 3:00 p.m.	How Video Can Move Your Business Forward <i>Pete Snell, Mastcom</i>	Riviera ABC
3:00 p.m. – 3:15 p.m.	Break	Riviera ABC
3:15 p.m. – 4:00 p.m.	Understanding & Elevating the Customer Experience <i>Hans J. Van Order, Drive Performance</i>	Riviera ABC
4:00 p.m. – 4:45 p.m.	Construction, Mining & Agriculture Market Overview <i>Dr. Chris Kuehl, Armada Corporate Intelligence</i> (virtual presentation)	Riviera ABC
4:45 p.m.	Adjourn	

FIA MARKETING WORKSHOP
August 30-31, 2021
Aloft Hotel Cleveland Downtown OR Live Online

PROGRAM AGENDA

DAY 2
(Eastern Time)

Tuesday, August 31, 2021

8:00 a.m. – 9:00 a.m.	Breakfast	Veranda
9:00 a.m. – 9:45 a.m.	Optimizing LinkedIn for Your Business <i>Shelly Otenbaker, WayPoint Marketing Communications</i>	Riviera ABC
9:45 a.m. – 10:15 a.m.	The Automotive Industry in 2021 – Electrification and Other Trends <i>Bernard Swiecki, Center for Automotive Research (virtual presentation)</i>	Riviera ABC
10:15 a.m. – 11:00 a.m.	DFARS Provision and Clauses Overview (Including CMMC) <i>Chris Newborn, Defense Acquisition University</i>	Riviera ABC
11:00 a.m. – 11:45 a.m.	Steel Market Outlook Including Scrap/Alloys Markets <i>Lynn Lupori, CRU Group</i>	Riviera ABC
11:45 a.m. – 12:45 p.m.	Lunch	Veranda
12:45 p.m. – 1:30 p.m.	Economic Update – Special Focus On Renewables <i>Abbey Omodunbi, PNC Financial Services Group</i>	Riviera ABC
1:30 p.m. – 2:15 p.m.	Aerospace Market Overview <i>Molly Carter, TIMET</i>	Riviera ABC
2:15 p.m. – 2:30 p.m.	Refreshment Break	
2:30 p.m. – 3:30 p.m.	Defense Requirements & Forgings: A Personal Perspective <i>Dana Beyeler, Ellwood Group</i>	Riviera ABC
3:30 p.m.	Conclusion	