2017 PASBA

Spring Marketing Conference

MAY 8-11

ST. PETE BEACH

BOOK ROOM ONLINE

HOTEL INFORMATION

TRADEWINDS ISLAND GRAND RESORT

5500 Gulf Blvd, St. Pete Beach, FL 33706 • Phone: 1-800-360-4016

The group rate is guaranteed until April 17, 2017 unless the room block fills prior to that date. Rooms and/or modifications requested after the deadline of April 17, 2017 (or after the block has filled) will be subject to the hotel's space and rate availability. **Check-in: 4pm, Check-out: 11am. Resort fee is waived. Wireless Internet is complimentary.**

Resort Amenities Resort Dining Options Area Attractions

REGISTRATION

Early Bird:	$699	(through April 17)
Standard:	$799	(April 18 – April 30)
Late:	$899	(May 1 - Conference)
Awards Dinner Guest Pass:		$100
Full Guest Pass:		$400

REGISTER TODAY!

CANCELLATIONS *If PASBA should be prevented from holding the 2017 Spring Marketing Conference by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government or acts of God) then PASBA has the right to cancel the Conference with no further liability to attendees other than a refund of registration fees. Registration cancellations are accepted through April 17 for a full refund. Cancellations after this date will receive no refund.*

KEYNOTE SPEAKER

MEREDITH OLIVER, CSP, MIRM, MCSP

Meredith Oliver, aka The Digital Diva, is a sales and marketing expert. She is the Founder and President of Creating WOW, a digital marketing agency in Raleigh, NC. Creating WOW is in its fifteenth year delivering digital marketing solutions such as website design, search engine optimization and social media marketing. She holds a Masters Degree in Communications Technology from the prestigious Rollins College and a Bachelor of Arts Degree in Psychology from the University of Central Florida. Meredith is a published author of two books, "Click Power: Drive More Traffic, Leads and Sales" and "The Fan Factor: 25 Slam Dunk Secrets to Engage Customers, Increase Referrals and Boost Sales."

CONFERENCE SCHEDULE

MONDAY, MAY 8

8:00am - 9:00am	Blueprint Attendee & Instructor Registration & Breakfast
9:00am - 5:00pm	Blueprint Classes
12:00pm - 1:00pm	Lunch
2:00pm - 5:00pm	Registration
5:00pm - 6:00pm	New Member Reception *by invitation only*

TUESDAY, MAY 9

8:00am - 9:00am	Breakfast & Member Meeting
9:00am - 12:15pm	Keynote Speaker - Meredith Oliver
12:15pm - 1:15pm	Lunch
1:15pm - 1:45pm	Sponsor Demo
1:45pm - 2:30pm	• Closing Clients Remotely • How to Write a Marketing Plan
2:45pm - 3:30pm	• Paperless Sales Presentation • Niche Marketing
3:45pm - 4:45pm	Mini-Sessions: • No Brainer Ways to Get New Clients • Fostering a Referral Culture • Marketing to Millennials
4:45pm - 5:15pm	Sponsor Demo
5:15pm - 6:30pm	Reception in Exhibit Hall

WEDNESDAY, MAY 10

7:30am - 9:00am	Long Range Planning Committee Meeting (Past Presidents)
8:00am - 9:00am	Breakfast
9:00am - 12:00pm	Practice Size Discussions
12:00pm - 1:00pm	Lunch
1:00pm - 1:30pm	Board Meeting
1:30pm - 4:30pm	Practice Size Discussions
6:30pm - 8:30pm	Awards Dinner

THURSDAY, MAY 11

8:00am - 9:00am	Breakfast
9:00am - 10:20am	Fee Increase Workshop
10:30am - 11:45am	Components & Materials of the Sales Presentation
11:45am - 12:00pm	Conference Closing/ Session Suggestions

AWARDS DINNER

WEDNESDAY, MAY 10

6:30PM - 8:30PM

We will once again honor the accomplishments of our members at the 11th Annual PASBA Awards Dinner. Please join us to toast your fellow members!

PASBA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

PASBA BLUEPRINT SERIES

Our Blueprint Series provides additional training to new PASBA members as well as support and best practices for our longtime members. All Blueprint courses will run on the following NEW schedule:

MONDAY, MAY 8: 9:00AM - 5:00PM

Note: New PASBA members are required to attend the Blueprint for Success University and Blueprint Mastery programs before attending Sales University.

BLUEPRINT FOR SUCCESS UNIVERSITY - ALL NEW PASBA MEMBERS

This is a lecture style session that will teach core PASBA principles. Topics include the following:

- PASBA Overview
- Client Installation
- Second Strategy Session
- PASBA Hiring System
- Incentive Compensation
- PASBA Fee Structure
- Internal Record Keeping/Statistics Necessary to Run a PASBA Practice
- Sales Presentation Ideas
- Marketing Options to Grow Your Practice

BLUEPRINT MASTERY

Blueprint Mastery is centered on the PASBA Blueprint for Success manuals. This is a participant-centered workshop created to assist PASBA members to better implement key processes contained in the Blueprint Manuals. The instructors are seasoned PASBA members with a long history of success in growing their own firms.

BLUEPRINT SALES UNIVERSITY

Blueprint Sales University is centered on the PASBA Blueprint for Success Sales and Marketing Manual. The sessions cover proven growth methods in an interactive format including lecture, member participation, and workshop exercises. The instructors are seasoned PASBA members with a long history of success in growing their own firms.

SAVE THE DATE

November 13-16, 2017
PASBA Fall Marketing Conference
Astor Crowne Plaza
New Orleans French Quarter
Room Rate: $199