

# Back to the Future

Before You Move Forward, You've Got To Go Back



Spring 2012 Excell Meeting | April 25 - 27 | Orlando, FL

## TENTATIVE AGENDA (subject to change)

### Day 1 – Wednesday, April 25th

9:00 a.m. – 6:30 p.m.	Registration Desk Open	Palms Registration
1:00 – 4:45 p.m.	Million-Dollar Producers Session (by invitation only)	Canary 3 & 4
5:00 – 5:15 p.m.	First Time Attendee Reception & Guide Introductions (Advisors only)	Canary 1
5:00 – 6:30 p.m.	Welcome Reception	Spa Terrace

### Day 2 – Thursday, April 26th

7:00 a.m. – 6:30 p.m.	Registration Desk Open	Palms Registration
7:00 – 8:15 a.m.	Breakfast	Sabal Ballroom
8:30 – 10:00 a.m.	General Session <ul style="list-style-type: none"> <li>Express Yourself: Communicating Your Value with Ron Carson</li> <li>Sample 5-Minute Elevator Speeches</li> </ul>	Royal Ballroom
10:00 – 10:20 a.m.	Break	Royal Ballroom Foyer
10:20 a.m. – Noon	General Session <ul style="list-style-type: none"> <li>Sample 5-Minute Elevator Speeches</li> <li>Top Producer Panel Shares <i>How They Communicate Their Value</i></li> <li>Marquee Presentation by Cole Capital</li> </ul>	Royal Ballroom
Noon – 1:00 p.m.	Lunch	Sabal Ballroom
1:00 – 2:50 p.m.	Breakout Sessions <ul style="list-style-type: none"> <li>Attendees will have the option to select two Breakout Sessions to attend. Sessions will cover various practice management topics (e.g., managing and motivating your team, prospecting through mutual interests, and many others).</li> </ul>	Canary 1 – 4
2:50 – 3:05 p.m.	Break	Royal Ballroom Foyer
3:05 – 4:05 p.m.	Networking Session I <ul style="list-style-type: none"> <li>Share ideas, challenges, and successes with your peers. Be prepared to walk away with pages of notes and ideas!</li> </ul>	Sabal, Boston, Atlanta, Anaheim
4:10 – 5:05 p.m.	Networking Session II <ul style="list-style-type: none"> <li>Each individual will choose a table based on a topic they wish to discuss with their peers (e.g., events, staffing, investment management).</li> </ul>	Sabal, Boston, Atlanta, Anaheim
5:15 – 6:15 p.m.	Reception	Royal Ballroom Foyer
6:15 – 8:30 p.m.	Sponsor Dine-Arounds (by invitation only)	
6:15 – 8:30 p.m.	Women's Networking Event sponsored by ARC (Female Advisors only)	Location To Be Determined

### Day 3 – Friday, April 27th

7:00 a.m. – 12:30 p.m.	Registration Desk Open	Palms Registration
7:00 – 8:15 a.m.	Breakfast	Sabal Ballroom
8:30 – 10:00 a.m.	General Session <ul style="list-style-type: none"> <li>Key Note Speaker Tommy Spaulding (<a href="http://www.tommyspaulding.com">www.tommyspaulding.com</a>)</li> </ul>	Royal Ballroom
10:00 – 10:20 a.m.	Break	Royal Ballroom Foyer
10:20 a.m. – Noon	General Session <ul style="list-style-type: none"> <li>Overcoming Challenging Prospect Objections with Ron Carson</li> <li>Open Mic with Ron Carson</li> </ul>	Royal Ballroom
Noon – 1:00 p.m.	Grab & Go Lunch	Sabal Ballroom