

2024 SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 26

9:00 a.m. - 4:00 p.m.

The Signage Bootcamp - A comprehensive overview of fabricated signage

Presented by: Mike Lev, Harbinger Signs/Make it Happen

A full day workshop designed for individuals at all stages of their careers, as delivered in the UK to over 4000 attendees to date!

The program includes demonstrations, materials, upsell opportunities, in a FUN and tactile environment. We welcome business owners, estimators, project managers, inside and outside sales, marketing, graphic designers and city planners.

What is Covered:

- The importance of fonts, stroke widths and colors
- Touching upon Sustainability
- Flat cut materials
- Sign trays and stencil cut signage
- Flex face signage
- Channel letters & illuminated letters
- Pylons and UL Certification
- Stand Out and Be the difference in your selling techniques
- Light Panels, special effect paints, wall papers and...to infinity and beyond!



Mike has been in the sign industry for over 31 years. He started his career as an installation helper on the crane trucks. Along the way he has overseen operations, installation, project management, purchasing, and performed in sales/account management roles. Mike is passionate about process improvement in manufacturing. He uses his tenure and knowledge of the sign industry to provide guidance and solutions to help co-workers, colleagues, and associates succeed in their chosen careers. Education and development of himself and others are his passions.

Mike actively participates on committees, boards, and chairs in several sign associations. Currently, Mike serves on the ISA's Board of Directors. He is past president of the Mid-South Sign Association (2020) and recognized as its 2021 Agnew/Condray Excellence Award recipient. Proud Veteran of the U.S. Navy and proud partner of Make it Happen Signage Academy.

Pre-registration & additional fees required - Capacity 30

5:30 p.m. - 7:00 p.m.

Welcome Reception in Expo Hall

FRIDAY, SEPTEMBER 27

7:30 a.m. - 8:30 a.m.

Continental Breakfast in Expo Hall

8:30 a.m. - 12:30 p.m.

General Session/Expo Hall

Includes: Membership Meeting & Roundtable Discussions

Turn Your Team Into A Championship Team:

Hiring, Training, Management, Motivation and Retention

Presented by: Dave Fellman, David Fellman & Associates

Does your current team have what it takes to help you reach your goals? Do your "players" even play as a team? This is a program that will help you quantify the skills and attitudes of your current employees, and from there to build improvement plans to get them where you need them to be. You'll learn the differences between the baseball team model, the football team model and the tennis doubles team model, and how to apply all three to your business. You'll also learn how to make better hires, and how to ensure that the people you invest in stay long enough for you to fully capitalize on that investment. In short, you'll learn to be a better manager, especially on the Human Resources side of your business.

Learning Objectives:

- How to assess and quantify current employees' skills and attitudes
- How to train necessary skills, and motivate better attitudes
- How to set and manage by measurable objectives and by equally measurable subjective
- That "money talks," and how to make your compensation say what you want it to say, rewarding and reinforcing the behavior and performance you're looking for and discouraging bad habits and attitudes.



Dave Fellman is the president of David Fellman & Associates, Raleigh NC, a sales & marketing consulting firm serving numerous segments of the graphic arts industry. He is the author of *Sell More Printing and Listen To The Dinosaur*, which *Selling Power* magazine listed as one of its "10 Best

Books To Read" in 2010. His articles on sales, marketing and management topics have appeared in a variety of industry publications, and he is a popular speaker who has delivered seminars and keynotes at industry events across the United States, Canada, England, Ireland, Australia and New Zealand.

1:30 p.m. - 4:30 p.m.

TopGolf Event

Pre-Registration & additional fees required

7:00 p.m. - 9:00 p.m.

Dinner/Raffle Drawing in Expo Hall

SATURDAY, SEPTEMBER 28

8:00 a.m. - 10:00 a.m.

Sign Company Tour - Signature Dezigns, Apopka

Pre-Registration is required