

**Service Edge Member Conference 2022**  
**November 16-18, 2022**  
**Agenda**

\*Updated Nov 17, 10:26am CST

**Tuesday, November 15, 2021**

<b>Time</b>	<b>Event</b>	<b>Location</b>
5:00pm – 7:00pm	Registration	Osaka

**Wednesday, November 16, 2022**

**Day 1 General Events**

<b>Time</b>	<b>Event</b>	<b>Location</b>
8:00am – 5:00pm	Registration	Legacy Foyer – 2 <sup>nd</sup> Floor
9:00am – 6:00pm	General Use Questions on Service Autopilot/FieldEdge	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Singapore Room
1:00pm – 6:00pm	Vendor /Partner Displays	Legacy Foyer
6:30pm – 8:30pm	Welcome Reception	Legacy A-B

**Day 1 Conference Sessions**

<b>Time</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
1:00pm – 1:30pm	Conference Kickoff!	Jonathan Pototschnik	Legacy C-E
1:30pm – 2:30pm	Keynote: “SEVEN” – SEAL Team Maxims	Chad Williams	Legacy C-E
2:30pm – 3:30pm	Automating Daily Operations	Mike Callahan	Legacy C-E
3:30pm – 3:45pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:45pm – 4:45pm	So... You Wanna Be a Multi-Millionaire? Let’s Talk.	Julie Vena	Legacy C-E
4:45pm – 5:45pm	The Most Important Process You’ll Ever Implement: Maximize Your Revenue in This Economy	Bill Yeakel	Legacy C-E

5:45pm – 6:00pm	-- Break --		2nd Floor Foyer
6:00pm – 6:30pm	Experts in Action: How We Fast Tracked Our Business Growth	Jason Nunemacher and Jeremy Macliver	Legacy C-E

## Thursday, November 17, 2022

### Day 2 General Events

Time	Event	Location
7:00am – 8:15am	Breakfast	Legacy A-B
9:00am – 6:00pm	General Use Questions on Service Autopilot/FieldEdge	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Singapore Room
8:30am – 6:00pm	Vendor /Partner Displays	Legacy Foyer
12:00pm – 1:00pm	Lunch	Legacy A-B
12:00pm – 1:00pm	Academy – Private Lunch	Beijing

### Day 2 Conference Sessions

Time	Session	Presenter	Location
8:30am – 8:45am	Opening Comments	Emcee – Roy Heintz	Legacy C-E
8:45am – 9:45am	Keynote: Leading Relationships - Communicate Effectively, Build Trust, Address Broken Agreements & Lead High Performance Relationships	Steve McClatchy	Legacy C-E
9:45am – 10:00am	-- Break --		2nd Floor Foyer
10:00am – 12:00pm	Recession-proof Your Business	Jason Cupp	Legacy C-E
12:00pm – 1:00pm	Lunch		Legacy A-B
1:00pm – 2:00pm	Keynote Workshop: Lightning Execution – Skills, Tools, & Strategies to Make You More Productive	Steve McClatchy	Legacy C-E
2:00pm – 2:15pm	-- Break --		2nd Floor Foyer

2:15pm – 3:00pm	The Top 3 “Biggest Badasses” of 2022 Presented by the Academy	DeWayne Gibson, Chris Volpe	Legacy C-E
3:00pm – 3:45pm	Introduction to SA Academy: For Those Interested in Joining	Chris Volpe, Jeremy Macliver	Legacy C-E
3:45pm – 4:00pm	-- Break --		2nd Floor Foyer
4:00pm – 5:00pm	Industry Trends: Financing & Payments	Jessie Barrack/Erik Anderson	Legacy C-E
5:00pm – 5:30pm	Software Strategies: Service Autopilot Automations Workshop	Chris Volpe	Legacy C-E
5:30pm – 6:00pm	Software Strategies: FieldEdge - Getting the Most Out of Agreements	Jonah McStravic	Legacy C-E
6:00pm – 6:15pm	Closing Remarks	Emcee – Roy Heintz	Legacy C-E

## Friday, November 18, 2022

### Day 3 General Events

Time	Event	Location
7:00am – 8:15am	Breakfast	Legacy A-B
9:00am – 4:00pm	General Use Questions on Service Autopilot/FieldEdge	Seoul
9:00am – 4:00pm	Conference Testimonials and Interviews	Singapore Room
8:30am – 5:30pm	Vendor /Partner Displays	Legacy Foyer
12:00pm – 1:00pm	Lunch	Legacy A-B
7:00pm – Midnight	After Party – Limited Availability – Advance Purchase Required	<b>Meet Buses at Hotel Main Doors – 1st Floor. Must be at buses by 6pm.</b>

### Day 3 Conference Sessions

Time	Session	Presenter	Location
8:30am – 8:45am	Opening Remarks	Emcee – Roy Heintz	Legacy C-E

8:45am – 9:45am	Create a Recruiting Ad That Converts	Martha Woodward and Dominique Williams	Legacy C-E
9:45am – 12:00pm	Marketing Workshop: Build, Refine, and Execute Your Plan	Tony Ricketts	Legacy C-E
12:00pm – 1:00pm	Lunch		Legacy A-B
1:00pm – 2:00pm	Industry Trends: Selling Techniques + Proposal Pro	DeWayne Gibson	Legacy C-E
2:00pm – 2:30pm	Software Strategies: Service Autopilot - Bulk Price Updates + Adding Other Bulk Charges	John Bianchi	Legacy C-E
2:30pm – 3:00pm	Software Strategies: FieldEdge - Win More Customers and Grow Sales with Mailchimp	Jonah McStravic	Legacy C-E
3:00pm – 3:15pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:15pm – 4:00pm	Workshop: Setting Your Vision Past \$1M	Dan Ralphs	Legacy C-E
4:00pm – 4:45pm	The Future of Field Service Software: 2023 Service Autopilot and FieldEdge Features	Tara Ventura	Legacy C-E
4:45pm – 5:00pm	-- Break --		2 <sup>nd</sup> Floor Foyer
5:00pm – 5:15pm	Awarding of “Biggest Badass” Presented by the Academy	DeWayne Gibson, Chris Volpe	Legacy C-E
5:15pm – 5:30pm	Closing Remarks	Emcee – Roy Heintz	Legacy C-E