

# Service Edge Member Conference 2023

November 9-11, 2023

## Agenda

\*Last Updated – Sept 22nd, 5:49pm CST

### Wednesday, November 8, 2023

Time	Event	Location
5:00pm – 7:00pm	Early Registration	Osaka

### Thursday, November 9, 2023

#### Day 1 General Events

Time	Event	Location
8:00am – 5:00pm	Registration	Legacy Foyer – 2 <sup>nd</sup> Floor
9:00am – 6:00pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Singapore
1:00pm – 5:30pm	Exhibitor Hall	Windrose 1-2
5:30pm – 7:30pm	Welcome Reception	Legacy A-B

#### Day 1 Conference Sessions

Time	Session	Presenter	Location
9:00am – 9:15am	Conference Kickoff!	Emcee, Nelson Ventura	Legacy C-E
9:15am – 10:15am	Keynote Speaker Q&A	Jonathan Pototschnik	Legacy C-E
10:15am – 11:00am	Keynote Speaker	Jonathan Porter-Whistman	Legacy C-E
11:00am – 11:45am	Keynote Speaker	Fleetsharp	Legacy C-E
11:45am – 1:00pm	Lunch (On Your Own)		On Your Own
1:00pm – 2:00pm	Keynote: Work your Workflow: Where Strategy and Success Meet	Dawn Wasicek	Legacy C-E

2:00pm – 3:00pm	Keynote Speaker	Julie Vena	Legacy C-E
3:00pm – 3:15pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:15pm – 4:30pm	SEC23 Bootcamp Workshop	Jonas Olson	Legacy C-E
4:30pm – 5:30pm	Keynote: How To Go From Zero to Over \$100M in Net Worth	Brandon Dawson	Legacy C-E
5:30pm	Closing Remarks	Emcee, Nelson Ventura	Legacy C-E
5:30pm – 7:30pm	Welcome Reception		Legacy A-B

## Friday, November 10, 2023

### Day 2 General Events

Time	Event	Location
7:00am – 8:15am	Breakfast – Courtesy of SEC23	Legacy A-B
9:00am – 6:00pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Singapore
8:30am – 6:00pm	Exhibitor Hall	Windrose 1-2
12:00pm – 1:00pm	Lunch – Courtesy of SEC23	Legacy A-B

### Day 2 Conference Sessions

Time	Session	Presenter	Location
8:30am – 8:45am	Opening Comments	Emcee, Nelson Ventura	Legacy C-E
8:45am – 9:45am	Keynote Speaker: Reset & Recharge	Betsy Allen-Manning	Legacy C-E
9:45am – 10:00am	-- Break --		2 <sup>nd</sup> Floor Foyer

10:00am – 11:00am	FE Industry Trends: HVAC Trends & Market Analysis SA Industry Trends: Your Network is your Net Worth	HARDI Naylor Taliaferro	Windrose 3-4 Legacy C-E
11:00am – 11:30am	FE Software: The Power of a Price Book SA Software: 3 Powerful Plays for Efficiency & Profitability	Jason Atha Brian Minter	Windrose 3-4 Legacy C-E
11:30am – 12:00pm	FE Industry Trends: TBD SA Industry Trends: This One Key Action Can Totally Change Your Business	Optimus John DeCausmaker	Windrose 3-4 Legacy C-E
12:00pm – 1:00pm	Lunch	Courtesy of SEC23	Legacy A-B
1:00pm – 2:45pm	SEC23 Bootcamp Workshop	Cardone Coaching	Legacy C-E
2:45pm – 3:00pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:00pm – 3:30pm	FE Software: Advanced Selling SA Software: Automations – Basic & Advanced	Jason Atha Scott Howard & Mike Callahan	Windrose 3-4 Legacy C-E
3:30pm – 4:00pm	FE Software: Managing Maintenance Plans SA Software Session: TBD	Alex Menendez TBD	Windrose 3-4 Legacy C-E
4:00pm – 4:15pm	-- Break --		2 <sup>nd</sup> Floor Foyer
4:15pm – 4:45pm	Biggest Badass Nominations	Chris Volpe	Legacy C-E
4:45pm – 5:30pm	Field Services Academy in Action	Chris Volpe	Legacy C-E
5:30pm	Closing Remarks	Emcee, Nelson Ventura	Legacy C-E

**Saturday, November 11, 2023**

**Day 3 General Events**

<b>Time</b>	<b>Event</b>	<b>Location</b>
7:00am – 8:15am	Breakfast – Courtesy of SEC23	Legacy A-B
9:00am – 4:00pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul

9:00am – 4:00pm	Conference Testimonials and Interviews	Singapore
8:30am – 4:00pm	Exhibitor Hall	Windrose 1-2
12:00pm – 1:00pm	Lunch – Courtesy of SEC23	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, Nelson Ventura	Legacy C-E
8:45am – 9:45am	Keynote Speaker	Debbie Sardone	Legacy C-E
9:45am – 10:45am	SEC Bootcamp Workshop: Creating Playbooks to Speed Up Your Daily Operations	Libby DeLucien	Legacy C-E
10:45am – 11:00am	-- Break --		2nd Floor Foyer
11:00am – 12:00pm	FE Software Session: Automate Your Marketing Engine – Save More Time! SA Software Session: Powerful Marketing Triggers that Win More Clients	MarketingEdge/Mediagistic Mike Callahan and Dan Ralphs	Windrose 3-4 Legacy C-E
12:00pm – 1:00pm	Lunch	Courtesy of SEC23	Legacy A-B
1:00pm – 1:30pm	FE Industry Trends: SocialJazz SA Industry Trends: TBD	Paul Baccaro Marvin Salcido	Windrose 3-4 Legacy C-E
1:30pm – 2:00pm	FE Software: Time-Saving Communications SA Software Session: Generating More Revenue in the Off-Season	Alex Menendez Rebekah Spencer	Windrose 3-4 Legacy C-E
2:00pm – 2:15pm	-- Break --		2nd Floor Foyer
2:15pm – 3:00pm	Industry Roundtable: How Owners are Succeeding in Today's Economy	FE and SA Members	Legacy C-E
3:00pm – 3:45pm	The Future of Field Service Software: 2024 FieldEdge Roadmap 2023 Service Autopilot Roadmap	Dan Fuhr	Legacy C-E

3:45pm – 4:00pm	-- Break --		2 <sup>nd</sup> Floor Foyer
4:00pm – 4:15pm	Awarding of “Biggest Badass” Presented by the Academy	Chris Volpe and Jessie Barrack	Legacy C-E
4:15pm – 4:30pm	Closing Remarks	Emcee, Nelson Ventura	Legacy C-E