



WINTER ROUNDTABLE MEETING  
January 27-28, 2017  
Confidante Hotel, 4041 Collins Avenue, Miami Beach, FL

## Friday, January 27

9:00am-Noon            Board of Directors Meeting

12:45pm                Opening Remarks

1:00pm-2:30pm        **Building Brand Value**

Seven rules, three words each. That's all it takes to harness the power of branding to move your business forward in today's rapidly evolving world. Bruce Turkel illustrates his seven points with memorable, entertaining anecdotes and exceptionally clear and simple real world examples. You'll learn how to create a brand that makes your business more valuable regardless of who your customer is, why your brand identity is more important to your continued success than the function of the product or service you sell and what you're doing wrong — without even knowing it — that's hurting your brand and costing you money.

*Keynote Speaker: Bruce Turkel has helped create some of the world's most compelling brands including Nike, American Express, Charles Schwab, Citicorp, Discovery Networks, Bacardi, Sol Melia Hotels, Hasbro and many more great companies. A captivating speaker and author of Amazon's bestseller **All About Them**, Bruce has spoken at MIT, Harvard, TEDx, and hundreds of corporate conferences. Bruce appears regularly on FOX Business and has been on CNN, ABC, CBS, and NPR. He has been featured in The New York Times, Fast Company and AdWeek.*

2:30pm-3:00pm        Break

3:00pm-3:45pm        **Motivating Your Team to Peak Performance**

Money is not the only motivating factor. Ryan will explore what "truly" motivates your team. These insights will guide and inspire your thoughts on compensation and how identifying the right drivers can make a dramatic impact on revenue.

*Speaker: Ryan Dohrn of BrainSwell Media*

3:45pm-4:15pm        Break

4:15pm-5:00pm      **10 Habits of Top Performing Leaders**

Ryan will demonstrate how the top performing leaders in the media industry all share the same “Top 10 Habits”. Learn how simple changes in your management style can propel you to the top level in leadership and drive success in your company.

*Speaker: Ryan Dohrn of BrainSwell Media*

6:00pm: Cocktail Reception on the Vista Terrace

Dinner on Your Own (\*see suggested restaurants following the agenda)

**OR**

Optional Prix-Fixe Dinner and Drag Show at Miami’s famous Palace Bar! \$60 per person includes dinner and show. Cash bar. Uber/Taxi on your own for an 8:00pm reservation. [www.palacesouthbeach.com](http://www.palacesouthbeach.com)

## Saturday, January 28, 2017

8:00am-9:00am      Group Breakfast

9:00am-10:15am      **Keynote: Reinvigorating the Spirit of Your Organization**

As corporation leaders, we embrace many competencies that guide our businesses including a compelling vision, a palpable passion to succeed, incessant curiosity, resiliency and respect. Learn from former Hearst CEO Bob Danzig how to reinvigorate the spirit of your organization and “invite excellence” through the leadership and celebration of success you bring to your colleagues.

*Keynote Speaker: Bob Danzig, former CEO of Hearst Newspapers, grew up in foster care, joined the Navy and was awarded a Journalism Fellowship to Stanford University, ultimately rising to the rank of CEO of Hearst at the age of 44. Bob served on the board of Hearst for 21 years, served as the Dean of the Hearst Leadership Program for 15 years, has authored 11 books and has delivered inspirational keynotes to over 1 million people, designated as a “Hall of Fame Speaker” by the National Speakers Association. Bob donates 100% of his speaking proceeds to foster care.*

10:15am-10:45am      Break

10:45am-Noon      **Maximizing Revenue & Minimizing Drama**

Sales teams work in high pressure environments which can lead to backbiting “lone wolf” personalities intent on commissions to the exclusion of their colleagues. Similarly, other departments in your company can be under stress, causing engaged employees to disengage and spread negativity while undermining your leadership. This session will dig into the evolution of employee toxicity that can cause a rise in drama and a decline in revenue. An ounce of prevention is worth a pound of cure!

*Speaker: Don Harkey of People CCG*

Noon-1:30pm      Group Lunch

1:30pm-2:30pm      **Forecasting & Planning**

This group discussion will focus on the critical task of properly forecasting sales, budgeting expenses, planning new initiatives, creating branding opportunities, launching new events and expanding or contracting staff accordingly. We will openly share our processes, challenges, and successes in this critical strategic planning session.

*Moderated by Don Harkey of People CCG*

2:30pm-3:00pm      Break

3:00pm-4:30pm      **Best Management Ideas**

A ***new twist*** on our favorite Best Ideas session! Prepare to inspire and be inspired with best **management** ideas on:

- Motivating/Rewarding your team
- Increasing Circulation/Subscriptions/E-mails
- Cost-Cutting Ideas
- Recruiting Top Employees
- Company Restructuring
- Other Best Management or Revenue Idea

Best Management Ideas books will be distributed to each participant who enters an idea.

6:00pm: Cocktail Reception on the Vista Terrace

Dinner on Your Own\*

\*Suggested nearby restaurants, reservations are recommended:

Prime Fish (Seafood), 305-532-4550

Beach Craft (celebrity chef Tom Colicchio's American farm-to-table), 305-604-6700

Larios on the Beach (Cuban restaurant owned by Gloria Estefan), 305-532-9577

Cibo Wine Bar (Italian), 305-987-6060

Joe's Stone Crab (Iconic Miami stone crab house since 1913), 305-673-0365