








December 7, 2016
8:00 a.m. - 1:30 p.m.

Black Canyon Conference Center
9440 N 25th Ave, Phoenix, AZ 85021

Cost: **FREE** if registered before November 28 Continental breakfast and buffet lunch included

To register: www.aaronline.com/event/e/Trenddec

AGENDA

- 8:00  Checkin/Continental breakfast
- 8:30  **Jeff Turner** President of RealSatisfied and marketing genius presenting
The Human Element The Value of Being Real in an Artificial Intelligence Driven Future
- 9:30  **Debra Trappen** Author, *Fired Up! Taking Your Life and business to 11*, speaker and Chief of Sass and Moxie, presenting *Fire Up! Define, Clarify, Attract and Grow. Define and design your core concepts to translate into an action plan to attract your ideal clients.*
- 10:30  **Katie Lance** CEO and Founder of Katie Lance Consulting and GetSocialSmart Academy presenting *Putting Smart into Your Social Strategies* Advanced tips for turning your social media strategy into a success by incorporating new trends into your business
- 11:30  **Seth Price** Author, *The Road to Recognition* and brand and marketing strategist presenting
The Road to Recognition: Becoming an Influencer Your brand is shaped by your customers as well as everything you do. Learn how to combine the new and old tools to develop trust from your market.
- 12:15 **Lunch** and wrap-up with Jeff Turner

COULD YOU USE A "BRAND" NEW HEADSHOT?

PROFESSIONAL PHOTOGRAPHER ONSITE DURING EVENT!



Take advantage of Grins 2 Go Photography to update your brand!

\$25 gets one choice of 4 poses with no obligation to buy if you don't like any of them. Image delivery will be by email the following day.