

**SDTA – Marketing Workshop.**

**Wilbert Event Square  
931 – 25<sup>th</sup> Ave, Brookings, SD 57006**

**Hotel: Comfort Inn  
929 – 24<sup>th</sup> Ave, Brookings  
605-937-5867**

**Tuesday, November 7, 2023**

- 1:00 pm Intros – Welcome: Kara Semmler
- 1:15 pm – 2:00 pm Move Over Cereal and Make Room for Broadband Labels! In this session you will become more familiar with the FCC’s broadband label requirements. Mallory DeVol, Consortia Consulting
- 2:00 pm – 2:45 pm Innovative Systems – Broadband and Video Study
- 2:45 pm – 3:00 pm BREAK
- 3:00 pm – 3:45 pm How to Build a B2B Sales Engine. Learn about how to build the sales process from pipeline to closing the deal. Ivan Sanders, Nex-Tech Inc.
- 3:45 pm – 4:30 pm TBD....
- BREAK
- 6:00 pm ---- Social/Networking Event

**Wednesday, November 8, 2023**

- 9:00 am – 9:45 am Understanding LEO Satellite and Other Wireless Broadband Competition – Mark Novy, NECA
- 9:45 – 10:30 am Show and Tell----be prepared to tell the group about something you are focused on, started, quit, etc this part year that changed (or is changing) how you do your job (for the better....or maybe not 😊!)
- 10:30 – 11:30 am TBD...
- 11:30 – 1:00 pm lunch provided
- 1:00 – 2:30 pm What is eSports and how can we get involved? Hannah Boquet from SDN will tell us about what SDN has in the works. Kaleb Deschaak from Fenworks, a North Dakota entity at the forefront of eSports in education, will then provide information and background about their work throughout the Midwest in exposing students to eSports.

2:30 – 3:15 pm      How can we better support each, bring new ideas to the table and help each other with the “problem of the day?” Andres Leesch will lead the group in discussion and brainstorming.

3:15 pm – 4:00 pm      TBD...

4:00 pm – 5:30 pm      Outreach event

6:00 pm                  DINNER – provided.

**Thursday, 11/9/23**

9:00 – 12:00 pm                  **Mike Henke** [MHI Consulting \(mikehenkeinc.com\)](http://mikehenkeinc.com)

- Building your Personal Brand – What are some of the timeless leadership principles and how do they apply in today’s world?
- The Total Experience – A fast paced session focused on how customer expectations have risen and why we should customize our service.

12:00 – SDN Hosted Lunch - ICAN