



# SDTA Marketing Professionals Workshop 2024

November 18 – 20, 2024  
Hilton Garden Inn, Sioux Falls, SD

## Monday, November 18

**1:00 pm** Welcome – Kara Semmler

**1:15 – 2:15 pm** Lisa Parry - <https://principalparry.com/principal-parry>

**Meaningful Messages** - Communication is at the heart of all we do, so let's delve into the art of meaningful messaging. Through practical strategies and insightful examples, we explore how intentional messaging can foster understanding, collaboration, and inspiration within any community. Learn to craft messages that resonate and create a positive impact, bridging gaps and nurturing a sense of belonging. Join me as we practice cultivating meaningful connections through our words, enriching the experience for all stakeholders.

**2:15 – 4:15 pm** **Discover Your Influence - Brian Stroh Coaching and Consulting**

- Identify communication style and how to use it to better serve customers
- Gain conflict resolution strategies
- Discover practical ways to communicate 'for' customers

**4:30 – 5:30 pm** **Consortia Consulting – Regulatory Update**

**5:30 – 7:00 pm** Networking Social

## Tuesday, November 19

**8:30 – 9:00 am** BREAKFAST - provided

**9:00 – 11:00 am** **Branding & Creativity with Fresh Produce:** Branding and creativity are processes that should be practiced over time and if done right, can be a delight. Fresh Produce, a branding and marketing agency in Sioux Falls, brings us an interactive training called Picnic. Participants will leave with techniques to better articulate their brand, reflect on creative habits and share with internal teams.

**11:00 – noon** Attendee Roundtable/Discussion

**12:00 – 1:00 pm** LUNCH - provided

**1:00 – 1:30 pm** **SoDak Circuit:** Hannah Bouquet, SDN Marketing Manager, will tell us about South Dakota's inaugural esports event. If you attended or worked at the event, be ready to share your experience!

**1:30 – 2:30 pm** **Tim Eggebraaten – Finding your Beat, the Rhythm of Life.** Tim knows the importance of paying attention to the rhythm of life. Having worked in law enforcement for 25 years, he is an expert at Working the Beat; and has learned through experience, the value of discovering the harmony in it all. Prepare to be energized, inspired, and entertained as "The Off Duty Chief" shares strategies and tactics for working YOUR BEAT!

2:30 pm **TRAVEL TO THE ZOO!** 805 S. Kiwanis Ave, Sioux Falls, SD  
Enjoy free time at the Zoo...THEN

Meet in the **Educational Center at 4:15 pm** for a presentation by the Zoo's marketing team on their successful social media strategy.

**6:00 pm** **Group Dinner at Chef Lance's on Phillips** – 431 N. Phillips Ave, Sioux Falls, SD

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## **Wednesday, November 20**

**8:30 – 9:15 am** BREAKFAST - provided

**9:15 – 10:00 am** **Streaming Forward: Navigating the Streaming Revolution for Effective Advertising**

Step into the future of advertising with streaming platforms. Explore the rising trend of cord-cutting and the golden opportunities it creates for businesses. With a myriad of streaming services and precise audience targeting, discover why this moment is opportune for businesses to make their mark in the streaming advertising landscape.

Autumn Ricke | Marketing Coordinator - Pinnacle Marketing Group

- Advantages of Streaming Advertising
- Types of ads, placements, and targeting options
- Strategies to leverage when launching streaming campaigns.

**10:00 am - Noon** **Dive into Digital Success: Building Waves of Engagement and Trust**

Summary: Discover practical strategies to build a strong online presence and connect meaningfully with your audience. Learn how the 4A's of Advertising—Awareness, Acquisition, Action, and Appreciation—can guide your approach to create lasting impact, build trust, and drive engagement through Google Business Profiles, customer reviews, organic social media, paid advertising, SEO, and more!

Presenters: Cannonball Digital - Miranda Basye (Client Services) + Justin Point (Co-Founder)

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