**SDTA Marketing Professionals Workshop 2024**

**November 18 – 20, 2024**

**Hilton Garden Inn, Sioux Falls, SD**

**Monday, November 18**

1:00 pm Welcome – Kara Semmler

**\*\*\*BREAKS INCORPORATED AS NEEDED\*\*\***

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

Interactive workshop:

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

**\*\* 15 Min Break \*\***

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

Review and update on items that impact the consumer relationship and/or communication to the public

5:30 – 7:00 pm **Networking Social**

**Tuesday, November 19**

8:30 – 9:00 am Breakfast (provided)

9:00 – 11:00 am Fresh Produce Marketing Firm (Session Description Coming Soon!)

11:00 – 12:00 noon **Attendee Roundtable/Discussion**

12:00 – 1:00 pm LUNCH - provided

1:00 – 1:30 pm **SDN UPDATE:** **esports in SD**, Hannah Bouquet, SDN Marketing Manager.

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. We all face challenges that create our beat in life when balancing family, careers, and struggling to find time for ourselves and our physical, mental, and spiritual health. Prepare to be energized, inspired, and entertained as “The Off Duty Chief” shares strategies and tactics for working YOUR BEAT!

**\*\* 30 Min Break \*\***

3:00 – 4:00 pm **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.

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

**Autumn Ricke |**Marketing Coordinator - **Pinnacle Marketing Group**

4:30 – 5:30 pm Community/Business Spotlight—TBD

TBD Group Dinner

**Wednesday, November 20**

8:30 – 9:15 am Breakfast (provided)

9:15 – 10:00 am **How to Build a B2B Sales Engine**. Ivan Sandes, Nex-Tech

10:00 - Noon CannonBall Digital Marketing (Session Description Coming Soon!)

**Conference Concludes – Thank You for Attending!**