

INFUSIONCON 2010 AGENDA

With over 1,000 InfusionCon attendees, this is easily the largest event we've ever hosted! In order to meet everybody's needs, you will find a combination of beginning Infusionsoft, Intermediate Infusionsoft and marketing classes. If you are a new Infusionsoft user, or you've only used a few of the features in Infusionsoft, we recommend you spend most of your time in the beginner classes (noted with an asterisks).

Day 1 – Wednesday, March 10th

06:00 PM – 08:00 PM	Welcome Reception
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Day 2 – Thursday, March 11th

08:00 AM – 08:30 AM	Welcome		
08:40 AM – 09:30 AM	Keynote: John Assaraf – <i>Mastering the Inner Game of Business Success and Wealth</i>		
09:30 AM – 10:00 AM	Break		
10:00 AM – 10:50 AM	Infusionsoft 101: Understanding the Basics*	Infusionsoft 202: Identifying Your System of Automation	
11:00 AM – 11:50 AM	30 Days or Less: Defining Your Infusionsoft Goals*	Workshop: Building Your System of Automation	
12:00 PM – 01:00 PM	Lunch – Provided by Infusionsoft		
01:00 PM – 02:30 PM	Ultimate Marketer Presentation		
02:30 PM – 03:00 PM	Break		
03:00 PM – 03:50 PM	Workshop: Implementing Your Infusionsoft Goals*	Maximize Your ROI: Tracking, Reporting and Analyzing	Advanced Email Marketing: Staying Welcome in the Inbox
04:00 PM – 04:50 PM	Basic Email Marketing: Writing Emails that Get Results*	The API: Integrating with Infusionsoft	Internet Advertising: Using PPC to Drive Traffic to Your Website
05:00 PM – 06:30 PM	Networking Mixer		
07:00 PM – 08:00 PM	Keynote: John Carlton – <i>Getting More People on Your List and Closing the Sale</i>		
08:00 PM – 09:00 PM	Keynote: David Fagan – <i>Making Your Business Rain Profits through the Law of Multiplication</i>		

Day 3 – Friday, March 12th

08:00 AM – 08:50 AM	Keynote: Harry Dent – <i>Economic Forecasting for Asset Protection and Growth</i>		
09:00 AM – 09:30 AM	Ultimate Marketer Award Presentation		
09:30 AM – 10:00 AM	Break		
10:00 AM – 10:50 AM	Supercharge Your Website: Leveraging Your Site to Attract More Prospects*	CRM Automation: Making Human Tasks Easier	Collect the Cash: Using Infusionsoft to Automate Your Billing and Collections
11:00 AM – 11:50 AM	Fill the Funnel: Beginner Tips for Generating and Capturing Leads*	Sell Stuff Online: Using Infusionsoft to Increase Your Online Revenue	Grow Through Partners: Developing Relationships for Faster Growth
12:00 PM – 01:00 PM	Lunch – Provided by Infusionsoft		
01:00 PM – 01:30 PM	Clate and Tyler Norton: Strategy Planning for Optimal Growth		
01:30 PM – 02:20 PM	Marketing Panel: Experts dishing on what works	Women Entrepreneurs: Defining Your Success	
02:30 PM – 03:20 PM	SEO: Using Keywords to Boost Your Rankings	Social Media: Networking online to Increase Awareness with Guest Speaker, Anita Campbell	
03:30 PM – 04:00 PM	Clate and Scott: Building a Culture of Success		
04:00 PM – 06:00 PM	DOUBLE Power Hours with Infusionsoft employees		

DAY 1 – WEDNESDAY, MARCH 10TH

6:00 PM – 8:00 PM

Welcome Reception

DAY 2 – THURSDAY, MARCH 11TH

8:00 AM – 8:30 AM

Welcome

8:40 AM – 9:30 AM

Keynote: John Assaraf – Mastering the Inner Game of Business Success and Wealth

In the world of business, it's not just what and who you know that determines your success, it's what you consistently think and do right. Learn key elements of business success during this extraordinary presentation.

9:30 AM – 10:00 AM

Break

10:00 AM – 10:50 AM

Your choice of the following sessions:

Infusionsoft 101: Understanding the Basics*

Presenter: Brad Martineau

During this class, we'll demonstrate how you should be thinking about your Infusionsoft application and we'll discuss marketing concepts that work for EVERY business regardless of industry. (Attend this class if you are new or unfamiliar with Infusionsoft.)

Infusionsoft 202: Identifying Your System of Automation

Presenter: Dave Lee

When you're building your sales funnel, you should always be thinking about what happens next. In this class, you will learn how to build a system of automation that leads your prospects and customers through the entire sales cycle.

11:00 AM – 11:50 AM

Your choice of the following sessions:

30 Days or Less: Defining Your Infusionsoft Goals*

Presenter: Brad Martineau

This class is a high-level overview of your key business challenges. Let us reveal how to (conceptually) follow-up with the right message and overcome business roadblocks. You will also get an in-depth view of the Infusionsoft features.

Workshop: Building Your System of Automation

Presenter: Corey Thomas

Bring your laptops, because in this class, we'll teach you how to build high-level sequences and plans into your business. In the previous class, you learned the concepts of automating your business, now it's time to implement them.

12:00 PM – 1:00 PM

Lunch – Provided by Infusionsoft

1:00 PM – 2:30 PM

Ultimate Marketer Presentations

A favorite Infusionsoft presentation, this is when our Ultimate Marketer candidates get on stage to show why they deserve the title. Watch carefully, because you'll be voting for the winner.

2:30 PM – 3:00 PM

Break

3:00 PM – 3:50 PM

Your choice of the following sessions:

Workshop: Implementing Your Infusionsoft Goals*

Presenter: Corey Thomas

This is definitely a laptop class. After seeing all the things that CAN be done in Infusionsoft, our experts are going to help you implement them into your Infusionsoft app. In other words, you'll be fixing your follow-up on the spot!

Maximize Your ROI: Tracking, Reporting and Analyzing

Presenter: Tyler Garns

During this class, you'll learn how to use reporting, Google analytics, tracking tools and more to get the best view into your business. Then, we'll give you ideas on how to increase your marketing ROI by making tweaks and testing results.

Advanced Email Marketing: Staying Welcome in the Inbox

Presenters: Stephanie Fleming and Ryan Peterson

Even phenomenal marketers need help getting their messages read. This class will teach you the strategies for getting past SPAM filters, creating a responsive list, developing positive relationships, and building your business with Email Marketing 2.0.

4:00 PM – 4:50 PM

Your choice of the following sessions:

Basic Email Marketing: Writing Emails that Get Results*

Presenters: Stephanie Fleming and Ryan Peterson

In this class, you'll be given the step-by-step checklist for getting your emails created, loaded, and sent. Plus, with our copywriting strategies, you'll be sending messages your contacts want to receive.

The API: Integrating with Infusionsoft

Presenter: Tyler Garns

This advanced class is a chance for us to reveal the "really cool stuff" we've been doing with Infusionsoft. If you've ever wanted to integrate with Infusionsoft, this is the class for you. We'll teach you the best way to navigate the API, and we might be talked into giving you some powerful code.

See next page for 3rd class option

Internet Advertising: Using PPC to Drive Traffic to Your Website*

With guest speaker Derek Minor from OrangeSoda

If you're not sure how to drive traffic to your website, we've got the answer. This class will provide you with insights and success tips for successfully advertising online without going broke!

5:00 PM – 6:30 PM

Networking Mixer

7:00 PM – 8:00 PM

Keynote: John Carlton – Getting More People on Your List and Closing the Sale

Discover a step-by-step approach to closing the sale with John Carlton's *The Simple Writing System*. Learn how to establish credibility and position yourself in the market.

8:00 PM – 9:00 PM

Keynote: David Fagan – Making Your Business Rain Profits through the Law of Multiplication

DAY 3 – FRIDAY, MARCH 12TH

8:00 AM – 8:50 AM

Keynote: Harry Dent – Economic Forecasting for Asset Protection and Growth

Wouldn't you like to know who's going to buy and when? Gain remarkable economic insights as Harry Dent introduces "The Dent Method," a systematic way to predict consumer spending patterns.

9:00 AM – 9:30 AM

Ultimate Marketer Award Presentation

After the previous day's grueling presentation, our Ultimate Marketer contestants will be invited back on stage. There...one lucky winner will be given the "Ultimate" title and the \$6,000 travel voucher. But don't worry, no one is going away empty-handed.

9:30 AM – 10:00 AM

Break

10:00 AM – 10:50 AM

Your choice of the following sessions:

Supercharge Your Website: Leveraging Your Site to Attract More Prospects*

Presenters: Cory Hodnett and Jordan Hatch

If you're wondering how to make your website more integral and powerful in your business, then this is the class for you. First, we'll review the website "checklist" with you. Then, our presenter will select a few of YOUR websites to "dissect" on stage.

CRM Automation: Making Human Tasks Easier

Presenter: Brad Martineau

No matter how amazing the software is, there are some things that can't be automated. But, this class will show you how to save yourself time with task

completion scenarios, note templates, action sets, and more!

Collect the Cash: Using Infusionsoft to Automate Your Billing and Collections

Presenter: Donna Sneed

If you're fighting to collect the cash that is rightfully yours, then you need this presentation. Our finance team will reveal the sequences, tasks, and actions you can use to automatically collect money from your customers without a collections agency.

11:00 AM – 11:50 AM

Your choice of the following sessions:

Fill the Funnel: Beginner Tips for Generating and Capturing Leads*

Presenter: Tyler Garns

This is a two part class that discusses 1) ideas for sending leads to your website and 2) ways to capture those leads once they get there. Discover all the lead generation tools Infusionsoft and our customers are using to get new leads.

Sell Stuff Online: Using Infusionsoft to Increase Your Online Revenue

Presenters: Cory Hodnett and Jordan Hatch

This class revolves around everything sales. Learn when to up-sell and cross sell. We'll also be discussing when you should use the shopping cart and when to use a salesform. And, we'll give you some tips for improving your online selling.

Grow Through Partners: Developing Relationships for Faster Growth

Presenters: Rebecca Sprynczynatyk and Cindy Eager

If you're not using partners to grow your business, you're missing out on a big opportunity. Come to this class to learn about affiliate programs, networking strategies, "best practices" for managing partners, and more!

12:00 PM – 1:00 PM

Lunch – Provided by Infusionsoft

1:00 PM – 1:30 PM

Strategy Planning: Creating a Plan for Optimal Growth

Not sure what you should be working towards to grow your business? You're probably aware that you need a business plan, but are you unsure of where to start? Look no further. Our special guest, Tyler Norton, of Strategic Link (www.strategiclink.net) will point you in the right direction to get your business on track.

1:30 PM – 2:20 PM

Your choice of the following sessions:

Marketing Panel: Experts dishing on what works

This is an open forum so bring questions with you. We have put together a group of marketing savvy people to help you figure out what works and what doesn't.

Women Entrepreneurs: Defining Your Success

Moderator: Star Hall

Panel: Kathy Sacks, Anita Campbell, Shelly Soelberg and

Darcy Jaurez

We want to encourage and recognize the efforts of our female customers. And to do that, we've put together a panel of spectacular female entrepreneurs who are anxious to discuss your concerns, ideas, and successes.

2:30 PM – 3:20 PM

Your choice of the following sessions:

SEO: Using Keywords to Boost Your Rankings

with guest speaker Scott Willoughby from SEOmoz

As you already know, the best kind of web traffic is "organic" traffic. This class will teach you the strategies for boosting your page rankings and getting more attention from the search engines.

Social Media: Networking online to Increase Awareness

Presenter: Anita Campbell

This class, taught by Anita Campbell, will give you insights into the social media world. Come to this class to learn about blogs, Facebook, Twitter and more. And maybe you'll learn the answer to the "all-important" question...is it tweeted or twotted?

3:30 PM – 4:00 PM

Clate and Scott: Building a Culture of Success

Alright, we have to brag a little...working at Infusionsoft is awesome! During a panel discussion, you'll get a chance to ask Clate and Scott what they've done to grow their business and successfully employ 140 people.

4:00 PM – 6:00 PM

DOUBLE Power Hours

During the "Power" Hours, we'll have nearly all of our employees ready to help you with your specific Infusionsoft and small business questions. Network with other guests or get the dedicated assistance of an Infusionsoft employee.

Register at www.infusioncon.com

