



Agenda Overview

Monday, February 22

11:00 a.m.-1:00 p.m.	Pre-Conference Check-in	
12:00 - 4:00 p.m.	Golf Outing	Westin Rancho Mirage
12:00 - 4:00 p.m.	Pickleball/Tennis Party	Westin Rancho Mirage
1:00 - 4:00 p.m.	Retail Tour	
4:00 - 6:00 p.m.	Conference Check-in	Ambassador Foyer
4:00 p.m.	Hotel Check-in	Lobby
6:00 p.m.	Welcome Celebration & Dinner	The Backyard

Tuesday, February 23

7:00-8:30 a.m.	Breakfast	Ambassador 5
8:30 a.m.	Welcome	Ambassador 1
8:45 - 10:15 a.m.	Attracting the Luxury Buyer	Ambassador 1
10:15-10:40 a.m.	Break	Ambassador Foyer
10:45 a.m. - 12:00 p.m.	Regulatory & Policy Impact	Ambassador 1
10:45 a.m. - 12:00 p.m.	Roundtables	Breakout Rooms
12:00 - 1:00 p.m.	Lunch	Ambassador Patio
1:00 - 2:15 p.m.	Selling with AI	Ambassador 1
2:15-2:30 p.m.	ICFA Update	Ambassador 1
2:30-2:55 p.m.	Break	Ambassador Foyer
3:00-4:00 p.m.	Conference Session TBA	
4:00-5:00 p.m.	Conference Session TBA	
6:00 p.m.	ICFA Game Night	Pinz & Pints

Wednesday, February 24

7:00-8:30 a.m.	Breakfast	Ambassador 5
7:30-8:30 a.m.	ICFA Board of Directors Meeting	Polo
8:45-10:00 a.m.	Marketing with AI	Ambassador 1
10:00-10:25 a.m.	Break	Ambassador Foyer
10:30 – 11:30 a.m.	Relationships that Drive Revenue	Ambassador 1
11:30 a.m. – 12:00 p.m.	Casual Market Atlanta Update	Ambassador 1
12:00-1:00 p.m.	Lunch	
1:00-2:30 p.m.	Breakout Sessions – TBA	Breakout Rooms
2:30-2:55 p.m.	Break	Ambassador Foyer
3:00-4:00 p.m.	Proven Strategies to Attract New Business	Ambassador 1
4:00-4:45 p.m.	Activating in Your Business	Breakout Rooms
4:45-5:45 p.m.	Conference Closing & Cocktails	
4:30-7:00 p.m.	Vendor Showcase Takedown	

Thursday, February 25

All Day	Departures
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Note: Sessions and session order might be adjusted to accommodate speakers. Conference timeline will not change.