

Navigating the Future

February 5-7, 2019 • Omni La Mansión del Rio • San Antonio, Texas

Tuesday, February 5, 2019

1:00 p.m. - 5:30 p.m.

ICFA Golf Tournament -
La Cantera Golf Club

1:00 p.m. - 5:30 p.m.

Retail Design Tour



SUMMER  CLASSICS



5:00 p.m. - 6:30 p.m.

Registration

6:00 p.m. - 7:00 p.m.

MINGLE Reception

7:00 p.m. - 9:00 p.m.

Denim & Diamonds Dinner



Wednesday, February 6, 2019

7:00 a.m. - 8:00 a.m.

Breakfast Buffet

8:00 a.m. - 8:15 a.m.

Welcome - *Warren Juliano, ICFA Chairman; Marcia Blake, Conference Chair*

8:15 a.m. - 9:15 a.m.

Morning Keynote -

Digital Leadership & Innovation - Erik Qualman

9:15 a.m. - 9:30 a.m.

Break / Comfort / Coffee

9:30 a.m. - 10:30 a.m.

Mobile Photography Workshop - Connor Dwyer

10:30 a.m. - 10:45 a.m.

Industry Partner Award Presentation

10:45 a.m. - 11:00 a.m.

Move to Break-Out Rooms

11:00 a.m. - 12:00 p.m.

Marketing Now and in the Future:

1. *Special Events*
2. *Website Development*
3. *Agency Advantage*

12:00 p.m. - 1:00 p.m.

City of Hope Lunch

1:00 p.m. - 1:45 p.m.

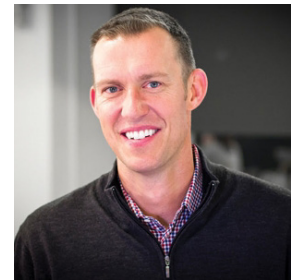
Washington Update

1:45 p.m. - 2:45 p.m.

Mobile Videography Workshop - Stephanie Skordas

2:45 p.m. - 3:00 p.m.

Move to Break-Out Rooms



3:00 p.m. - 4:00 p.m.

Operations Management:



1. *Business Succession & Estate Planning - Terry & Lee Resnick*
2. *Engaging Connected Customers Across a Multi-Channel World*
3. *Outdoor Room Technology*

4:00 p.m. - 5:00 p.m.

Vendor Showcase

5:00 p.m. - 8:30 p.m.

“Everything’s Bigger & Better in Texas!” and Group Dinners

8:30 p.m. - 10:00 p.m.

Cocktails & Dessert Party

Thursday, February 7, 2019

8:00 a.m. - 9:00 a.m.

Breakfast Buffet

9:00 a.m. - 9:15 a.m.

Welcome - Warren Juliano, ICFA Chairman;
Marcia Blake, Conference Chair

9:15 a.m. - 10:45 a.m.

Morning Keynote -
The Art & Science of a Sale - Ty Bennett

10:45 a.m. - 11:30 a.m.

Break / Comfort / Coffee - Vendor Showcase

11:30 a.m. - 12:45 p.m.

Upscale Consumer Focus Group

12:45 p.m. - 1:30 p.m.

Networking Lunch

1:30 p.m. - 1:45 p.m.

Mary Fruehauf Retail Genius Award Presentation

1:45 p.m. - 2:00 p.m.

ICFA Program Update

2:00 p.m. - 3:00 p.m.

Afternoon Keynote -
Design Trend Outlook, Michelle Lamb

3:00 p.m. - 3:15 p.m.

Move to Break-Out Rooms

3:15 p.m. - 4:30 p.m.

ICFA Think Tank

4:30 p.m. - 5:30 p.m.

Overcoming the Top Five Purchase Objections

5:30 p.m. - 6:15 p.m.

Afternoon Libations

6:30 p.m. - 8:30 p.m.

Group Dinner



Friday, February 8, 2019

8:00 a.m. - 9:00 a.m.

Breakfast Buffet

9:00 a.m. - 10:50 a.m.

ICFA Membership Meeting/Planning Workshop

10:50 a.m.

2019 ICFA Educational Conference Concludes

11:00 a.m. - 12:00 p.m.

ICFA Board of Directors Meeting

