

# TRSA VIRTUAL MARKETING & SALES SUMMIT



NOVEMBER 17-18, 2020 • 11 AM-3 PM ET

- Virtual forum designed for marketing, sales management and other customer service roles
- Attendee-driven agenda features general sessions with facilitated breakouts and dynamic keynote
- Two-day, high energy event offers opportunities for high-impact attendee engagement
- **NEW!** Final review and voting for TRSA's "Final Four"—the top video from the fall Marketing & Sales video contest will be announced November 18!

Engage Your Team with Deep Group Discounts! See page two for details.

## FEATURED KEYNOTE:



**DAVID AVRIN, PRESIDENT,  
THE VISIBILITY COACH**

*How Being Remarkably  
Accommodating Creates  
Customer Experiences That Beat  
the Competition*

## OTHER TOPICS INCLUDE:

- Restaurant and Consumer Hygiene Safety Awareness Campaign
- Interactive Panel Discussion: Executives Panel: Marketing & Sales in 2020 and Beyond
- Attendees' Choice Session: You Pick Topics
- Opportunities and Challenges in the Face of a Crisis
- Marketing and Sales Committee Survey Results (Fall 2020 Survey)
- Video Stars: Tips and Tactics for Creating Great Marketing Videos

For the most up-to-date information, visit [www.trsa.org/marketingsummit](http://www.trsa.org/marketingsummit)

QUESTIONS? 877.770.9274 • [registration@TRSA.org](mailto:registration@TRSA.org)



# TRSA VIRTUAL MARKETING & SALES SUMMIT

## WHO SHOULD ATTEND

- Marketing & Sales Executives
- Sales Directors and Managers
- Customer Service
- Others responsible for customer contact, business development, account or territory management
- Associate Supplier Partners

## REGISTER NOW TO GET THE BEST PRICING!

- Take an additional \$100 off now through September 25 with the super early coupon; use "market100" at registration checkout.
- Bring your team! Deep discounts—one low price—is offered to those wishing to invite their teams for the Summit experience. Five on your team can attend for just \$449 if registered by 9/25! Email [registration@TRSA.org](mailto:registration@TRSA.org) for details or to get additional group pricing.

### MONDAY, NOVEMBER 16

#### 7–8pm ET **Virtual Pub Crawl/Open House**

Grab your drink and log into the Virtual Pub Crawl. Network in an intimate setting with summit attendees. Groups will be mixed up every 15-20 minutes to get the most out of the experience.



### TUESDAY, NOVEMBER 17

#### 11–11:15 am ET **Welcome Remarks, Icebreakers and Platform Familiarization with the TRSA Marketing & Sales Committee**



#### 11:15 am–12:15 pm ET **KEYNOTE: How Being Remarkably Accommodating Creates Customer Experiences that Beat the Competition**

David Avrin, President, The Visibility Coach



#### 12:15–12:30 pm ET **Keynote Chat and Break**

#### 12:30–1 pm ET **Restaurant and Consumer Hygiene Safety Awareness Campaign**

Charles Crowell, Vice President, Milliken Table Linens and Ben Fox, Director of Sales and Marketing, AlSCO Inc.

#### 1–1:15 pm ET **Break**

#### 1:15–1:30 pm ET **TRSA Marketing & Sales Committee Survey Results**

#### 1:30–2:30 pm ET **FACILITATED BREAKOUT ROOM DISCUSSIONS: Opportunities and Challenges in the Face of a Crisis**

Facilitators: Andy Feldman, Principal, COMPEL; Will Hacker, Landau Uniforms; Emily Hauber, CITY Clean and Simple; Kasey Wahl, WSI; and Jon Witschy, Spindle



### WEDNESDAY, NOVEMBER 18

#### 11 am–12 pm ET **Video Stars: Tips and Tactics for Creating Great Marketing Videos**

Featuring TRSA Marketing & Sales Video Contest Presentations and Final Voting

Facilitators: Andy Feldman, Principal, COMPEL and Jeff Wile, Owner, Infinite Laundry



#### 12–12:15 pm ET **Break**

#### 12:15–1:30 pm ET **Attendees Choice Session**

Topic for this session and interactive discussions will be selected by attendees

Facilitator: Andy Feldman, Principal, COMPEL



#### 1:30–1:45 pm ET **Break**

#### 1:45–2:30 pm ET **LIVE INTERACTIVE PANEL DISCUSSION: Executives Panel: Marketing & Sales in 2020 and Beyond**

Panelists: Ben Fox, Director of Sales and Marketing, AlSCO Inc., Ryan Flaherty, Vice President, Sales, Marketing & Business Development, Aramark Uniform & Career Apparel; David Katz, Senior Vice President, Sales & Marketing, UniFirst Corp; Mark Rue, Sales & Marketing Director, Johnsons Apparelmaster; Tim Topornicki, President, Topper Linen Supply Limited; Darryl Williams, Senior Vice President, Sales, Marketing and Design, Landau Uniforms, Inc.



#### 2:30–3 pm ET **AFTER PARTY**

Winner of TRSA Marketing & Sales Video Contest announced



**SUMMIT INTERACTION ALERT:** Don't miss these opportunities for maximum attendee interaction!

**FOR THE MOST UP-TO-DATE INFORMATION AND TO REGISTER VISIT:** [www.TRSA.org/marketingsummit](http://www.TRSA.org/marketingsummit)

# TUESDAY, NOVEMBER 17



11:15 am–12:15 pm ET

## FEATURED KEYNOTE: *How Being Remarkably Accommodating Creates Customer Experiences That Beat the Competition*

with **David Avrin**, President, The Visibility Coach

Join customer experience and marketing expert David Avrin, CSP, for this eye-opening and entertaining presentation that will expose your team to their roles in engaging prospects and creating customer experiences worth sharing. Success in today's competitive business environment is awarded to those who are:

- easy to do business with
- tuned in to the profound shift in the increasingly unique expectations of today's customers
- committed to creating better experiences to increase loyalty and enhance customer business experience

David Avrin helps organizations recognize, create and promote meaningful competitive advantages. Check out Avrin's preview video at [www.TRSA.org/marketingsummit!](http://www.TRSA.org/marketingsummit!)



**SUMMIT INTERACTION ALERT:** Be on the lookout for opportunities to win a copy of Avrin's latest book, *Why Customers Leave (and How to Win Them Back)* during the Summit!



## GENERAL SESSION TOPICS

### TUESDAY, NOVEMBER 17

12:30 pm ET

#### *Restaurant and Consumer Hygiene Safety Awareness Campaign*

with **Charles Crowell**, Vice President, Milliken Table Linens and **Ben Fox**, Director of Sales and Marketing, AlSCO Inc.

Learn about TRSA's recent campaign to encourage the use of F&B reusables to help reassure restaurant patrons. Increased expectations for cleanliness can extend not only to professionally laundered F&B products such as napkins, tablecloths, bar towels and mops, but also to garments worn by employees during their shifts.

1:15 pm ET

#### *TRSA Marketing & Sales Committee Survey Results*

with **Andy Feldman**, Principal, COMPEL

Learn the latest from the trenches with trends and perspectives from the fall 2020 TRSA Marketing & Sales Committee's Market Pulse Survey

1:30 pm ET

#### *Opportunities and Challenges in the Face of a Crisis—Breakout Discussions*

Facilitators: **Will Hacker**, Landau Uniforms; **Emily Hauber**, CITY Clean and Simple; **Kasey Wahl**, WSI; and **Jon Witschy**, Spindle

Topics will be discussed in short brainstorming-style format, and will come from registrant suggestions (see registration form, page 5).



**SUMMIT INTERACTION ALERT:** Following the breakouts, facilitators will poll attendees to provide the topics for the next day's 12:30 p.m. "Attendees Choice" session.



## GENERAL SESSION TOPICS

# WEDNESDAY, NOVEMBER 18

11 am ET

## Video Stars: Tips and Tactics for Creating Great Marketing Videos (Including TRSA Marketing & Sales Video Contest Presentations)

Facilitators: **Andy Feldman**, Principal, COMPEL, and **Jeff Wile**, Owner, Infinite Laundry and creators of the top four videos from TRSA member companies (to be announced in November)

This is your opportunity for an informative Q&A session with the creative minds who had a hand in creating the top videos. The 'final four' video submissions as voted by TRSA members will be shared during this session, giving you the opportunity to vote for your favorite for TRSA's first-ever Marketing & Sales Video Award!



**SUMMIT INTERACTION ALERT:** The winner will be selected by polling Summit participants at the end of the session and awarded at the 2:30 p.m. Summit After Party.

12:15 pm ET

## Attendees' Choice Session and Interactive Discussion

A more in-depth discussion of attendees' choice topics, so voted by participants from the previous day. Discover the hot topics and solutions as selected by Marketing & Sales Summiteers!

1:30 pm ET

## Live Interactive Panel Discussion: The Current State of the Markets

Panelists: **Ben Fox**, Director of Sales and Marketing, AlSCO Inc.; **Ryan Flaherty**, Vice President, Sales, Marketing & Business Development, Aramark Uniform & Career Apparel; **David Katz**, Senior Vice President, Sales & Marketing, UniFirst Corp; **Mark Rue**, Sales & Marketing Director, Johnsons Apparelmaster; **Tim Topornicki**, President, Topper Linen Supply Limited; and **Darryl Williams**, Senior Vice President, Sales, Marketing and Design, Landau Uniforms, Inc.

Benefit from the perspective of those in the trenches for all markets as we wind down and discuss 2020 and move into 2021 with renewed energy.



## ENGAGEMENT REQUIRED: OPPORTUNITIES FOR NETWORKING, COLLABORATION AND MORE!

In addition to the scheduled breaks, there will be plenty of opportunities to get comfortable and build relationships with Summiteers that should last beyond our two days together. In addition to two days peppered with **SUMMIT INTERACTION ALERTS**, be ready to engage in the following:

**Monday, November 16 • 7 pm ET**



### Pre-Event Marketing & Sales Summit Virtual Pub Crawl

Grab your drink and log into our virtual pub crawl! Network in an intimate setting with fellow Summiteers. Groups will be mixed every 15-20 minutes to get the most out of your experience.

**Tuesday, November 17 • 11 am ET**



### Welcome and Icebreakers

Join in on the warm-up to the Summit. Chat and compare icebreaker answers, learn the hosting platform and get comfortable with the crowd. There will be a few interactive surprises coming your way, so make sure your camera lens is clean!

**Wednesday, November 18 • 2:30 pm ET**



### Summit After Party

Your opportunity to congratulate the winner of the TRSA Marketing & Sales Video Award and also participate in some contests that have the potential to provide you with some bragging rights of your own.



# TRSA VIRTUAL MARKETING & SALES SUMMIT



Strengthening and Promoting the Linen, Uniform and Facility Services Industry

November 17-18, 2020

## 4 Easy Ways To Register:

**Online:** [www.trsa.org/marketingsummit](http://www.trsa.org/marketingsummit)  
**Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314

**Email:** [registration@trsa.org](mailto:registration@trsa.org)  
**Fax:** 703.519.0026

**Questions?**  
 877.770.9274

Registrant Information

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email (required) \_\_\_\_\_

### Check All That Apply:

- EMI Alumni
- CPLM
- Military Veteran
- Attended other TRSA events

### Your Organization Level (check all that apply):

- Chairman/CEO/Owner/President
- Vice President/COO/CFO
- Director
- Manager
- Manager/Supervisor
- Professional/Staff
- Supervisor
- Staff
- Spouse/Family
- Not Provided

### Your Job Function (select one):

- Administrative
- Customer Service
- Engineering/Maintenance
- Environmental
- Executive Manager
- Finance
- Health and Safety
- Human Resources
- Info Systems Mngt./IT
- Legal
- Logistics and Transportation/Routes
- Marketing
- Production
- Purchasing
- Sales
- Training
- Not Provided

### Please share three major challenges you've had in the face of the global pandemic:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Please share three questions that you would like the closing TRSA member panel to address:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Payment

**SUPER EARLY REGISTRATION:** Through September 25 — Save an additional \$100 by using "market100" at checkout!

	Early (by Oct. 30)	Full Registration (after Oct. 30)
<b>TRSA Operator Member</b>	<input type="checkbox"/> \$345	<input type="checkbox"/> \$395
<b>Non-Member Operator</b>	<input type="checkbox"/> \$545	<input type="checkbox"/> \$595
<b>TRSA Associate Supplier Partner</b>	<input type="checkbox"/> \$345	<input type="checkbox"/> \$395

Group discounts also available; [registration@trsa.org](mailto:registration@trsa.org) for details.

Total \$ \_\_\_\_\_

- Check Enclosed
- Charge To:
  - Visa
  - MasterCard
  - American Express
  - Discover

Name on Card \_\_\_\_\_

Signature (must sign in order to charge credit card) \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Program Cancellation Policy:** Refund requests will not be honored. All portions of this event will be available for viewing by registrants in TRSA's On Demand Learning Center.