

TRSA 4TH ANNUAL MARKETING & SALES SUMMIT



NOVEMBER 16, 2021 • RENAISSANCE DALLAS AT PLANO LEGACY WEST HOTEL • PLANO, TX



WE ARE BACK AND TOGETHER FOR THE TRSA 4TH ANNUAL MARKETING AND SALES SUMMIT

Learn new marketing trends and ways to differentiate your business from competitors. Develop new ways to retain your current customers and build new ones through systemizing sales. The **TRSA** 4th Annual Marketing & Sales Summit helps you move away from blanket branding and develop strategies and tactics to profitably win new business.

- Compete more successfully through more effective market communications
- Open new revenue streams with product diversification
- Capture emerging markets with existing offerings

FEATURED KEYNOTE:



Bulletproof Selling: Systemizing Sales for the Future of Textile Rental

With **Shawn Rhodes**, Speaker and Business Systems Engineer

OTHER TOPICS INCLUDE:

- *Digital Marketing Trends*
- *Building a Marketing Toolkit for TRSA Members—A Facilitated Workshop and Discussion Led by Yes& Agency*
- **Digital Marketing Workshop:** *Building a Killer Lead Generation Funnel*
- **Panel:** *Retention Marketing: Keeping Your Key Customers Happy*
- *Training Your Route Personnel to Be Brand Ambassadors*



www.TRSA.org/marketingsummit

registration@trsa.org | 877.770.9274 | #TRSAMARKETING

TRSA¹⁰⁰⁺
est. 1912

Strengthening and Promoting the Linen, Uniform
and Facility Services Industry



TRSA 4TH ANNUAL MARKETING & SALES SUMMIT

NOVEMBER 16, 2021

RENAISSANCE DALLAS AT
PLANO LEGACY WEST HOTEL
PLANO, TX

WHO SHOULD ATTEND

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

THANK YOU SPONSORS

FOUR STAR PARTNER



PREMIUM SPONSORS



Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

SCHEDULE AT-A-GLANCE

MONDAY, NOVEMBER 15	
2:30–4:30 pm	TRSA Marketing & Sales Committee Meeting (Committee Members Only)
3–7 pm	Registration
5–7 pm	Happy Hour at Legacy Hall Legacy Hall features amenities that include chef curated artisanal eateries; exotic and local inspired menus featuring cuisines from around the world; full service craft cocktail bar, wine bar and award winning craft brewery.
TUESDAY, NOVEMBER 16	
7–8 am	Breakfast
8–9:15 am	Welcome by Marketing & Sales Committee KEYNOTE: Bulletproof Selling: Systemizing Sales For The Future of Textile Rental Shawn Rhodes, Speaker and Business Systems Engineer
9:15–9:45 am	Networking—Bragging Rights Break: Best Idea Collaboration Had a successful marketing idea this year? Share you best ideas with the group and learn some news ones to take home.
9:45–10:45 am	Digital Marketing Trends Dennis Yu, Chief Executive Officer, Coach Yu
11 am–12 pm	OPENING PANEL: Skills for Making & Keeping Your Key Customers Happy Panelists: Ben Fox, Director, Sales & Marketing, AlSCO, Inc.; Sean Michot, Regional Director of Sales, Prudential Overall Supply; Liz Remillong, Vice President, Strategic Alliance, Crothall Laundry Services; Sarah Ross, Marketing and Internal Communications Manager, Huebsch Services; and Jon Witschy, Sales Manager, Spindle Live Moderator: Emily Hauber, Director of Communications, City Laundering
12–1 pm	Lunch
1–2:30 pm	Helping Us Help You: A TRSA Marketing Toolkit Workshop Facilitated by marketing agency Yes&
2:30–3 pm	Networking—Bragging Rights Break: Best Idea Collaboration, Part 2
3–3:45 pm	Training Your Route Personnel to Be Brand Ambassadors Ernest Addington, Vice President, Halifax Linen Service, Inc.
4–5 pm	Digital Marketing Workshop: Building a Killer Lead Generation Funnel Dennis Yu, Chief Executive Officer, Coach Yu
5:30–7 pm	Networking Reception Joint reception with TRSA Healthcare Conference Attendees

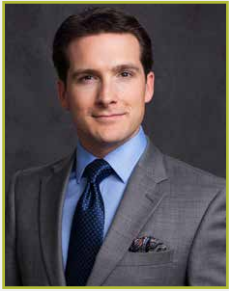
FOR THE MOST UP-TO-DATE INFORMATION AND
TO REGISTER VISIT: www.TRSA.org/marketingsummit

TUESDAY, NOVEMBER 16



8–9:15 am

FEATURED KEYNOTE: *Bulletproof Selling: Systemizing Sales for The Future of Textile Rental*



with **Shawn Rhodes**, Speaker and Business Systems Engineer

- Author of *Pivot Point: Turn On A Dime Without Sacrificing Results*
- An international expert in dramatically improving the performance and profitability of organizations
- Featured work in TIME, CNN, NBC, INC and news outlets throughout the world
- A former Marine Corps war correspondent who studied organizational execution on-site in more than two dozen countries and multiple combat locations

9:45–10:45 am

Digital Marketing Trends



Speaker: **Dennis Yu**, Chief Executive Officer, Coach Yu

Video combined with Digital Marketing platforms are our most valuable instruments as marketers. In this session, you'll hear from an internationally recognized lecturer in digital marketing and learn everything you need to know about how to use inception to advertise on the

platforms that most effectively reach your clients. No need for fancy video equipment! Just use your phone and create video content that is sure to connect with your market. You'll discover a precise formula to generate revenue, develop influence and create a positive impact on your brand.

11 am–12 pm

OPENING PANEL: *Skills for Making & Keeping Your Key Customers Happy*



Panelists: **Ben Fox**, Director, Sales & Marketing, AlSCO, Inc.; **Sean Michot**, Regional Director of Sales, Prudential Overall Supply; **Liz Remillong**, Vice President, Strategic Alliance, Crothall Laundry Services; **Sarah Ross**, Marketing and Internal Communications Manager, Huebsch Services; and **Jon Witschy**, Sales Manager, Spindle Live

Moderator: **Emily Hauber**, Director of Communications, City Laundering

Delivering relevant and engaging content to your customers can increase their customer lifetime value and, in turn, overall revenue for your business. This panel of operators will share their best tips and tools for retaining customers, including how they build customer loyalty programs for their best customers. You'll learn how to focus on buyer relationships with your existing customers to boost their brand loyalty and keep them engaged, happy and spending!



NETWORKING OPPORTUNITIES

Monday, Nov. 15 • 5–7 pm

Happy Hour at Legacy Hall

Walk over and join fellow attendees on the 2nd Floor Terrace at Legacy Hall, a covered outdoor space with a relaxed setting. Grab a drink from the bar (it's on **TRSA!**) and enjoy some delicious samples from a few of the Hall's eateries including Velvet Taco; Son of a Butcher; and Whisk & Eggs. Afterwards, you can keep the fun going by having dinner and enjoying a hand crafted cocktail or craft beer at one of the 20 locally curated artisanal vendors. Cheers!

Tuesday, Nov. 16 •

9:15–10:45 am & 2:30–3 pm

Bragging Rights Break: Best Idea Collaboration

Stories from the trenches! Participate in this idea sharing activity where each member shares one creative and successful idea; bring home some new strategies to try.

Tuesday, Nov. 16 • 5:30–7 pm

Networking Reception

Mingle with Marketing and Sales Summit attendees and **TRSA** Healthcare Conference attendees giving guests from both conferences a chance to communicate and collaborate in a social setting.



TRSA 4TH ANNUAL MARKETING & SALES SUMMIT



SESSION TOPICS



1–2:30 pm

Helping Us Help You: A TRSA Marketing Toolkit Workshop

Facilitated by marketing agency Yes&



Speakers: **Andrew Teie**, VP Brand Strategy & Customer Experience; **Lindsey Gibson**, Account Executive; **Logan Murtha**, Creative Strategist

Yes& is a full-service marketing agency based in Alexandria, Va, that specializes in the association sector focusing on marketing research, branding, and

outreach projects. **TRSA** has engaged Yes & to collect and analyze consumer and business-to-business (B2B) research and to develop a messaging and marketing materials that will benefit TRSA and their members.

Based on research findings and insights, Yes& will present opportunity areas across industry marketing, **TRSA** B2B communications and **TRSA** member enablement.

Marketing Summit attendees will be asked to provide thoughts on the identified opportunities and Yes& will lead a prioritization session where each attendee will have the opportunity to vote on the opportunities they see as being most important and discuss.

3–3:45 pm

Training Your Route Personnel to Be Brand Ambassadors



Speaker: **Ernest Addington**, Vice President, Halifax Linen Service, Inc.

Are your route personnel aware of the role they play as brand ambassadors? Are they trained and coached to fulfil this function? Does your delivery process, include the technology and tools to set your drivers up for success? As the position with the most customer facing impact, make sure your route personnel have the tools and skills they need to sell.

4–5 pm

DIGITAL MARKETING WORKSHOP: Building a Killer Lead Generation Funnel



Workshop Leader: **Dennis Yu**, Chief Executive Officer, Coach Yu

In this popular workshop attendees will learn to build a lead generation sales funnel. Hands on training, tips and techniques will have participants leave the workshop with a live funnel they can use and send traffic to—not just diagrams and templates. In addition, all participants will receive a book reviewing the process.



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November 16, 2021 • Renaissance Dallas at Plano Legacy West Hotel • Plano, TX

4 Easy Ways To Register:

Online: www.trsa.org/marketingsummit
Mail: 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314

Email: registration@trsa.org
Fax: 703.519.0026

Questions?
 877.770.9274

Registrant Information

Name _____

Company _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

Email (required) _____

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 TRSA member panel to address:

1. _____

2. _____

3. _____

Check box to acknowledge: I understand that when onsite, event attendees must attest to vaccination or negative COVID test, or wear a face mask, when attending TRSA's in-person events. Visit the TRSA Live Event Health & Safety Protocols web page for more info on how TRSA is working to provide our members with the safest environment while attending in-person events.



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

Payment



	Early (by Oct. 1)	Full Registration (after Oct. 1)
TRSA Operator Member	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795
Non-Member Operator	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1195
TRSA Supplier Partner	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795

Group discounts also available; registration@trsa.org for details. TRSA members can attend both Healthcare Conference & Marketing & Sales Summit and save \$295. Non-members can save \$395.

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: Written cancellations received by November 2, 2021 will receive a full refund minus a 25% processing fee. Cancellations received after November 2, 2021 will be credited to the 2022 TRSA Marketing & Sales Summit. Refunds will not be granted for no-shows. Cancellations will be processed after the event.