



2018 FALL INDUSTRY FORUM

LOUISVILLE, KENTUCKY

NOVEMBER 6 ~ 8, 2018


BRANDING, CONNECTING, AND TRENDING: INNOVATIVE MARKETING FOR 2019

TUESDAY, NOVEMBER 6

- 5:30 pm – 7:30 pm **General Manager's Reception** in the hotel lobby. Meet up with friends and colleagues in for some light bites and a drink or two. It will be a nice opportunity to catch up!
- 7:30 pm – Bedtime **Enjoy a night on your own** to discover what Louisville has to offer... and it's a lot! Activities abound, all within a few blocks of the hotel!

WEDNESDAY, NOVEMBER 7

- 7:30 am - 5:00 pm **Registration Open**
- 6:30 am – 8:30 am **Breakfast**
Breakfast is on your own in the hotel's dining room. This breakfast is included in your Embassy Suites room rate.
- 8:30 am – 10:00 am **Branding**
This session will answer the questions: "What is a brand?" and "What is YOUR brand?" Attendees will discover how to develop their companies' brands and learn how to become sticky to their customers. Participants will brainstorm ways to give their customers more value through the creation of value statements.
- 10:00 am – 10:15 am **Break**
- 10:15 am – 11:45 am **Planning**
In this session, participants will understand the steps to develop a strategic marketing plan. They will have the opportunity to work on a strategic marketing plan for their organizations.



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12:00 pm – 1:00 pm Lunch

1:15 pm – 2:45 pm Innovating

Be innovative! Participants will explore ways a company introduces new products and services. The stages in the new product development process will be defined. Attendees will enumerate the first steps for introducing a new product to the market.

2:45 pm – 3:00 pm Break

3:00 pm – 4:30 pm Analyzing

Attendees will learn tips and tricks for collecting information about their customers using: observation studies, mystery shoppers, interviews, focus groups, surveys, experiments, customer databases, analytics, and market intelligence. Participants will explore each of these types of marketing research as they ponder how to use these research methods for their companies. They will discover ways to implement these research methods to better satisfy their customers.

4:30 pm – 5:00 pm Annual Business Meeting

5:30 pm – 7:30 pm General Manager's Reception in the Hotel Lobby

7:30 pm

President's Dinner at Whiskey Dry Restaurant

We will gather in the hotel lobby for the short stroll to Whiskey Dry Restaurant where chef Chef Edward Lee and bar director Stacie Stewart bring you their vision of a whiskey and burger bar. Stylish, fun and approachable, Whiskey Dry is devoted to bringing together the love of all things whiskey. It's a great opportunity to enjoy a hand-crafted burger, paired with an artisan bourbon or original cocktail, in a room devoted to the history and lore of all things whiskey.

THURSDAY, NOVEMBER 8

8:00 am – 9:00 am Registration Open

6:30 am – 8:30 am Breakfast

Breakfast is on your own in the hotel's dining room. This breakfast is included in your Embassy Suites room rate.

8:30 am – 11:00am Connecting and Trending

In this session, participants will ascertain how to pick up on cues about a person's personality and their purchase decision process. They will learn how to identify a person's buying habits, what sales techniques work on different clients, and how to build customer relationships. Techniques for dealing with disgruntled customers will be explored.

Participants will then dive into the consumer trends that will affect

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the turf and ornamental industry in 2019, and predictions for 2019 consumer trends will be shared. Participants will explore current demographic trends and consider how baby boomers, Gen X, Gen Y, and millennials differ in their shopping habits. Psychographic and geographic trends will be discussed, and leisure and entertainment trends will be highlighted. Participants will learn how consumers have changed, how they get information and make decisions, and how they influence others. Finally, the presenter will discuss how technology affects purchases, from smart phones to smart tvs to smart homes and shopping.

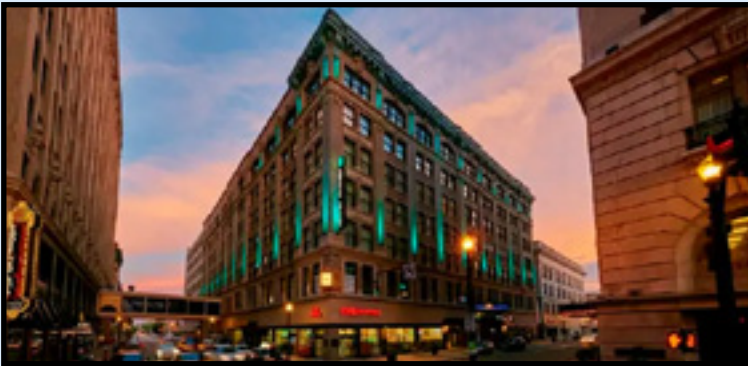
In the Q&A period, attendees will have an opportunity to ask the expert. They will get consulting advice on marketing, customer relations, and branding.

11:30

Adjournment



HOTEL INFORMATION



Embassy Suites by Hilton Louisville Downtown
501 South Fourth Street
Louisville, KY
TEL: 502-813-3800

Reservations

For reservations, call 502-813-3800. You must request the group rate for the "ITODA 2018 Fall Forum room block" to obtain the group rate. It is important that you indicate any special rooming needs or arrangements at the time of this call.

Group room rate: \$179.00 for single occupancy, plus tax. ITODA cannot guarantee room availability. **The discounted group rate concludes on October 14.** Rooms will be available at the discounted rate until that date, or until the block is filled, whichever comes first. Once the block is filled or the deadline passes, you are competing with other guests for rooms.

Travel

Complete travel information, including driving directions from the Louisville, Lexington, and Cincinnati airports, airport shuttle details, and parking, is available [here](#).

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DR. AUDREY GUSKEY
CONSUMER TRENDS EXPERT

Dr. Audrey Guskey is considered to be one of the nation's top consumer experts. She has appeared in more than 3,500 TV, radio, newspaper, and magazine interviews discussing consumer trends, including: the Fox News Channel, CNN, MSNBC, the CBS Morning Show, the Montel Williams Show, The Wall Street Journal, Fortune, Newsweek, Time, US News & World Report, USA Today, The New York Times, Smart Money Magazine, Reader's Digest, Cosmopolitan, and Ladies Home Journal. You can catch her consumer tips and trends series at www.draudreyguskey.com. *Consumer Sense* provides consumers with a behind the scenes look at marketing to uncover retail secrets.

Audrey Guskey has been a consultant for the Pittsburgh Steelers, the Pittsburgh Penguins, McDonald's, Pittsburgh Brewing Company, Fed Ex Ground, the Pittsburgh Pirates, Kodak Corporation, General Motors, United Way, Ramada, Highmark, Westinghouse, Bayer, Duquesne Light, Pittsburgh Downtown Partnership, and Catholic Charities. She has been professor of marketing at Duquesne University for the past 30 years and has won numerous teaching and research awards.

She is currently completing her latest book "Itching for Better Service? HELP YOURSELF!" Using unique qualitative methods of collecting thousands of stories over the past decade, Dr. Audrey Guskey has developed a set of rules and tools that customers can follow to receive outstanding service.

In 2007, Dr. Audrey was recognized as the first recipient of the Distinguished Marketing Educator of the Year by the Pittsburgh chapter of the AMA and inducted into The Marketing Hall of Fame along with the inventor of the Big Mac and H. J. Heinz Corporation. Dr. Audrey Guskey received her Ph.D. in marketing/consumer behavior from the University of Pittsburgh in 1990. She also earned an MBA from the University of Pittsburgh.

She is the mother of two adult children – Ed and Evonne - and the grandmother of Jake, Luke, and Cassidy. She has completed eleven full marathons and twenty-five half marathons. She was one of the final fifty finalists for "The Apprentice" in 2005.

Antitrust Notice

ITODA recognizes the care which must be taken at a gathering of this nature. Accordingly, ITODA will ensure that the meeting is monitored according to a strict protocol to ensure that no violation of the antitrust laws takes place.

Registration Form: ITODA 2018 Fall Industry Forum

Register additional people using a separate form, but total payment can be made with one check or credit card.

Registration must be received on or before October 14 for the early bird discount.

Name (as it will appear on the name badge)

Company Name

Mailing Address

City State Zip

Phone Fax

Email (Confirmations are only sent by email.)

I have a special dietary or accessibility need and will require accommodations in order to fully participate in this meeting. Please contact me.

2nd Attendee Name (as it will appear on the name badge)

Company Name

Mailing Address

City State Zip

Phone Fax

Email (Confirmations are only sent by email.)

I have a special dietary or accessibility need and will require accommodations in order to fully participate in this meeting. Please contact me.

To add more people, this form may be photocopied and total fee paid with one check or credit card.

Registration Payment (Federal ID # 52-1748598)

Please email me a receipt for my records.

Online: Have credit card available and go to www.itoda.org

Email: Scan and email to info@itoda.org

Mail: Send form and check (payable to ITODA) to:
ITODA Registration Office, 174 Crestview Dr., Bellefonte, PA 16823

Fax: Provide credit card information and fax to 814-355-2452

Credit Card: Visa MasterCard American Express

Name on Card (print) _____

Account Number _____

Exp. Date _____ Security Code: _____

Signature _____

2018 Industry Forum Registration

Registration package includes: Participation in all educational sessions and breaks, as well breakfast on Wednesday and Thursday, lunch on Wednesday, and president's reception and dinner.

Member Fees

Early Bird Fee (on or before October 14):

First company attendee @ \$595 \$ _____

Regular Fee (October 15 or later):

First company attendee @ \$695 \$ _____

Additional Attendee Fees:

Early bird fee (on or before October 14):
\$400 X ___ attendees \$ _____

Regular fee (October 15 or later):
\$450 X ___ attendees \$ _____

Non-Member Fees

Early Bird Fee (on or before October 14):

First company attendee @ \$795 \$ _____

Regular Fee (October 15 or later):

First company attendee @ \$845 \$ _____

Additional Attendee Fees:

Early bird fee (on or before October 14):
\$600 X ___ attendees \$ _____

Regular fee (October 15 or later):
\$750 X ___ attendees \$ _____

Total for Industry Forum: \$ _____

Registration for Guests to Social Events

Tuesday Evening Welcome Registration

Register the following additional people:

1. _____
2. _____

No additional fee required.

Wednesday President's Reception & Dinner

Register the following additional people:

1. _____
2. _____

\$65 pp X _____ total Reception & Dinner tickets = \$ _____

TOTAL GUEST TICKETS \$ _____

Total Payment for Forum and/or Guest Tickets

\$ _____

No refunds will be issued after Tuesday, October 23. Cancellations after October 23 will receive a copy of materials from the Industry Forum. Changes or cancellations must be made in writing to Terri Breon at info@itoda.org. Substitutions may be made in advance.