



HMMC
Learn · Network · Succeed

Manufacturers Executive Fall Conference

November 28-30, 2017
Margaritaville Resort and Spa
Hollywood, FL

Tuesday, November 28, 2017

12:00 – 03:00 PM

Board Meeting

Compass Rose East

03:00 – 05:00 PM

Committee Meetings

Program Committee - *Compass Rose East*

Sponsor Committee – *Coral Reef*

Marketing Committee – *Continental Drifter*

Membership Committee – *'Board' Room*

06:00 – 07:00 PM

Welcome Reception

License to Chill North

07:15 – 09:00 PM

Opening Dinner

Cocktails, Hors d'oeuvres and Dinner

License to Chill North

Wednesday, November 29, 2017

07:00 – 08:00 AM

Breakfast

JWB Prime Steak and Seafood

08:00 – 08:15 AM

Welcome to the 2017 Fall Manufacturers Executive Conference

Don Nymberg - President

Compass Rose West

08:15 – 09:30 AM

Government Contracting

Jon Landis - COO, Marathon Medical

Government contracting and selling overview.

Compass Rose West

09:30 – 10:00 AM

Break

Compass Rose West

10:00 – 10:30 AM

Networking Session #1

Compass Rose West

10:30 – 12:00 PM

US Healthcare 2020+

Mike Lovdal - Partner Emeritus, Oliver Wyman - Adjunct Professor, Columbia Business School

This presentation will highlight emerging trends impacting the healthcare industry. It will cover topics such as the evolving legislative and regulatory environment, the move to value-based reimbursement, the rise of consumer-driven healthcare, employer innovation, and the new models winning in care delivery and health technology. It will also offer a framework for re-examining an organization's business strategy in light of the emerging trends.

Compass Rose West

12:00 – 01:00 PM

Lunch

JWB Prime Steak and Seafood

01:00 – 03:00 PM

Proficient Learning

Gary Marinko - Head, Interactive Business Unit, Proficient Learning Interactive

Marcy Lantzy - VP of Sales and Marketing, Proficient Learning Interactive

Collaborative Coaching Strategies for an Evolving Healthcare Market

In this interactive session, you'll hear about the latest trends shaping the role of managers in the healthcare space, how coaching has evolved, and where coaching and employee engagement are frequently intersecting in today's selling environment. You'll come away with strategies that will help drive sales performance, increase sales representative attention, and how to effectively leverage technology when coaching and developing your teams. The session will also cover how to connect sales and performance evaluation metrics to maximize ROI on manager and representative development investments.

Compass Rose West

03:00 – 03:30 PM

Break

03:30 – 03:45 PM

Networking Session #2

Compass Rose West

03:45 – 05:00 PM

Your Professional Brand + Social Selling = Your Success Story

Chuki Obiyo, JD – Executive Advisor, LinkedIn **LinkedIn**

LinkedIn has over 500 million members worldwide, over 20% of these members are in the United States. The chances are high that prospective clients, employers, and others are being introduced to you for the first time on LinkedIn-- even if you're not an active user, you can still make a winning first impression. Chuki Obiyo (the Hardest Working Man at LinkedIn) will discuss the importance of building and maintaining your professional brand. Bring your laptop, smart phone or tablet and use the information provided to begin updating your profile in this informative, fun, and interactive session.

Compass Rose West

06:00 – 10:30 PM

Special Event – Cruise on the Luxury Yacht *Anticipation IV*

Boarding begins 6:00 PM and will depart 6:30 PM

Compass Rose West

Thursday, November 30, 2017

07:00 – 08:00 AM

Breakfast

JWB Prime Steak and Seafood

08:00- 8:30 AM

Business Meeting

Don Nymberg - President

Compass Rose West

08:30 – 9:30 AM

Sales Navigator – Company Report

Chuki Obiyo, JD – Executive Advisor, LinkedIn 

LinkedIn's Sales Navigator - Company Report focuses on the Social Selling Index. <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

This is a first-of-its kind program that measures your company's adoption of social selling practices that enable you to: gain visibility into your company's activities, uncover new opportunities, and benchmark yourself against peers and competitors. Chuki Obiyo will share insights on how social selling can help you lead your teams to create more opportunities and increase the likelihood to achieve your business development goals this year and beyond.

Compass Rose West

09:30 – 10:00 AM

Break

Compass Rose West

10:00 – 11:30 AM

Social Media “A Primer for Healthcare Manufacturers”

Lori Fraijo Raygoza – Advisor, LFR Consulting

Keeping up with the latest social media trends is essential to helping your organization meet and even exceed revenue goals. Learn how to use a data-driven approach to get the most out of your social media marketing strategy.

Compass Rose West

11:30 – 11:45 AM

HMMC Closing Comments and Vision

Don Nymberg - President

Compass Rose West

11:45 AM

Adjournment