

The Business Retention + Growth Conference

A National Meeting of Executives Engaged in Business Retention

October 21 – 22, 2021

Synchronist Users' Forum (Preconference)

October 20, 2021

1550 Wilson Blvd | Arlington, Virginia

The Business Retention + Growth Conference Preliminary Agenda

Thursday, October 21

8:30	Breakfast
9:00	Welcome and Introductions
9:40	Integration Multiple Software Packages into a BR E Program Integrate CRM, survey system, visualization software, inbound marketing software, etc. Joe Raso, CEO & President, Fargo, ND
10:15 Break	
10:30	How organizations use their BRE systems to prioritize their work Prioritizing immediate tickets, versus specific needs such as workforce follow up, to project prioritization. Joe Raso, CEO & President, Fargo, ND
11:00	Best Practices: Essential Company Data for a BR E Pro George Harben, CEcD, CERP, Assistant Director of Commercial Land Development Services, Prince William County, VA
12:00 Lunch	<i>Provided</i>
12:30	Business Retention as Part of a Business Intelligence Strategy TBA
1:15	BR E Benchmarking Summer Challenge Analysis & Report Eric P. Canada, Senior Fellow, CREC + Blane, Canada Ltd.
2:15 Break	
2:30	Supply Chain Support: Engaging Solutions + Partners David Stieren, Division Chief, Extension Services, NIST Manufacturing Extension Partnership (MEP)
3:30	Automation as a Business Retention/Business Growth Strategy
4:30	BR E Value Add Discussion TBA
5:00 Adjourn	

Friday, October 22

8:30	Breakfast & Networking
9:00	Workforce Knowledge Transfer: Intergenerational & Industry Transitions C. Stephen MacKenzie, President and CEO, Invest WindsorEssex, ON
10:00	Workforce What Is Your Organization Doing: Working, Not Working Discussion Allison Forbes, Vice President Research, CREC
10:15 Break	
10:30	
11:30	BR E Best Practice Discussion What's Working? Not Working? What are your challenges and frustrations? How can we get better?
12:15 Adjourn	

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Wednesday, October 20

1:00	Welcome and Introductions
	Synchronist + CREC: New Relationships, New Resources, New Opportunities
1:30	How COVID Changed Business Retention Today's Best Practices Group Discussion Leader TBA
2:15 Break	
2:30	New to the Mix: Supply Chain Issues Best Practices Group Discussion TBA What are you hearing? What are they doing? What can we do?
3:30	Summer Challenge Results Preview Synchronist National Benchmarking Findings Eric P. Canada, Senior Fellow, CREC + Blane, Canada Ltd.
4:00	The Synchronist Development Map Where we are and where we are going
5:00 Adjourn	
6:00	Networking & Dutch Treat Dinner