



Schedule: Diversify to Fly in 2025



Friday Evening - February 21st, 2025

> **Welcome Reception and Networking Social** 6:00 p.m. to 9:00 p.m.

Saturday - February 22nd, 2025

> **Breakfast and Attendee Welcome** 7:30 a.m. to 8:20 a.m.

> **Retail Sales to Grow Revenue** 8:30 a.m. to 9:20 a.m. by: Crysta Reeves

We'll share retail items that have sold well in existing stores and talk about how to keep retail fresh and relevant in your stores to ensure ongoing successful retail sales.

> **Print In House to Grow Profits** 9:30 a.m. to 10:20 a.m. by: Tommy Armstrong

A look into a variety of items that you can print in your stores to maximize your profits on print.

> **Pricing Print to Stay Competitive** 10:30 a.m. to 11:25 a.m. by: Tommy Armstrong

From a single print to 10,000 prints, we'll share pricing strategies that allow stores to shine in a highly competitive print market and show the value of using in-store printing versus outsourcing print orders to build the best guest and client experience.

> **Number, Numbers, and More Numbers** 11:30 a.m. to 12:30 p.m. by: Tommy Armstrong

From pricing, to revenue, to margins, to customer traffic, we will share and compare actual store numbers to provide you with a wide range of data so that you can properly position your store for success.

> **Lunch** 12:30 p.m. to 1:30 p.m.

> **Growing Print Outside Your Walls** 1:40 p.m. to 2:40 p.m. by: OnPrintShop

Building a client base outside of your store walls requires a great website. OnPrintShop will share their white label web2print options that can help you build your online print store and grow print revenue.

> **24/7 Revenue** 2:45 p.m. to 3:35 p.m. by: Tommy Armstrong

Generating revenue does not have to be limited to your stores' hours. We will share a number of non-traditional ideas that stores are using to increase revenues while their retail store is closed.

> **Proper Promoting for Growth** 3:45 p.m. to 4:35 p.m. by: Eddie Hill, Prosperous I.M.

Best selling author and the owner of multiple businesses, including Prosperous Internet Marketing, will discuss the importance of properly marketing your retail business for success using multiple avenues of marketing.

> **Class 8 - TBD** 4:45 p.m. to 5:45 p.m. by: Marielou Ray

> **Open Discussion and Q&A** 5:45 p.m. to 6:30 p.m. by: AMBC Board Members

AMBC board members will host a panel discussion to answer questions about any topic that you want more information on. This is your opportunity to ask anything and everything that you have been wanting to know.

> **Dinner** 7:00 p.m. to 9:00 p.m.

Sunday - February 23rd, 2025

> **Breakfast and Networking** 7:30 a.m. to 8:20 a.m.

> **Warrington Business Center Strategies and Numbers** 8:30 a.m. to 9:30 a.m. by: Tommy Armstrong

Tommy, owner of Warrington Business Center, will share some of his store's numbers and strategies that have enabled him to be successful in a highly competitive market with over 20+ competitor stores within 15 miles of his location.

> **Travel to Warrington Business Center** 9:30 a.m. to 10:00 a.m.

> **Warrington Business Center Welcome, Tour, and Q&A** 10:00 a.m. to 11:30 a.m. by: Tommy Armstrong

Tommy will open up his store and all attendees will get the grand tour. We'll talk about some of the equipment that they use in the store and attendees can try out anything that they want to experience firsthand.