



## 2020 Virtual Leadership Conference

August 19<sup>th</sup> and 20<sup>th</sup>

Sponsorship Options

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### **1. Session Sponsor - "Creating a Pivot Point: Leading Through Crisis and Change by Shawn Rhodes" - \$2,000**

This session sponsor on Wednesday, August 19th at 10am to 11:15am, you will be introduced by the AED session moderator before the start of the session. Your company name/logo, contact information, and headshot will be displayed on the screen for the attendees and you can provide a brief (2-3 min) introduction of your company prior to the speaker being introduced by the AED session moderator. You can also be shown as a panelist on video if desired while you are speaking.

#### *Session Description:*

In the new world of remote teams, global pandemics, and economic swings, one thing stays the same: the best plans never work out as planned. To address the constant challenge of managing change and ensuring our teams continue to achieve results, TEDx speaker and nationally syndicated columnist Shawn Rhodes will share how the best leaders and teams across industries are:

- Planning for their plans to change without sacrificing performance and profit
  - Leveraging change when it occurs in their plans as a key differentiator
  - Ensuring everyone is on the same page and executing the same mission
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### **2. Session Sponsor - "Rental Strategy, Business Models, and Operations: Common Dealer Practices by Dick Stewart" - \$2,000**

This session sponsor on Wednesday, August 19th at 11:20am to 12:20pm, you will be introduced by the AED session moderator before the start of the session. Your company name/logo, contact information, and headshot will be displayed on the screen for the attendees and you can provide a brief (2-3 min) introduction of your company prior to the speaker being introduced by the AED session moderator. You can also be shown as a panelist on video if desired while you are speaking.

#### *Session Description:*

The success of the people leading the rental operations of the business need a strong strategy. Do they have a strategy? Do they know what the rest of the industry is doing? In this session, we are not talking anecdotes, we are revealing hard research on common practices currently utilized by Dealers in their rental strategies, business models, and operation and their correlation to rental profitability.

This session addresses the findings of AED's first rental study. It is a broad review of strategic choices for rentals and business model elections for both rent-to-sell and rent-to-rent models that can be made. The emphasis of this session is on the common practices of operating a rental line of



business and includes key operating roles, inbound and outbound processes, and management of utilization.

From this session, attendees can expect to gather information that will enable them to benchmark their rental business to common practices revealed through the array of one-on-one Dealer interviews that were conducted during this research so rental leaders can gain the confidence they need to know how the rest of the industry is navigating the growing world of rental.

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### **3. Session Sponsor - "The Calling of Leadership During Unprecedented Uncertainty by Dirk Beveridge" - \$2,000**

This session sponsor on Wednesday, August 19th at 1:00pm to 3:00pm, you will be introduced by the AED session moderator before the start of the session. Your company name/logo, contact information, and headshot will be displayed on the screen for the attendees and you can provide a brief (2-3 min) introduction of your company prior to the speaker being introduced by the AED session moderator. You can also be shown as a panelist on video if desired while you are speaking.

#### *Session Description*

During uncertain times leaders have a choice. You can either hunker down and feel the fear, reacting to every change as it comes. Or you can lead.

Unprecedented times call for unprecedented leadership. During this full-day workshop industry consultant and AED friend, Dirk Beveridge will provide his unique blend of inspiration and workable ideas that are specifically relevant to leaders in the equipment industry during uncertainty.

He will provide a series of tools and frameworks that attendees will immediately use to center themselves and the organization to secure the present and walk through processes to identify opportunities to innovate for tomorrow.

Learning objectives include:

- The importance of leaning into your core values
- Understanding the needs of your people in times of uncertainty
- How to develop clarity when all seems uncertain
- The importance of a possibilities mindset and playing to win
- Strategic communications strategies

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### **4. Session Sponsor - "The Brave New World of Selling by Troy Harrison" - \$2,000**

This session sponsor on Thursday, August 20th at 10:00am to 11:15am, you will be introduced by the AED session moderator before the start of the session. Your company name/logo, contact information, and headshot will be displayed on the screen for the attendees and you can provide a brief (2-3 min) introduction of your company prior to the speaker being introduced by the AED session moderator. You can also be shown as a panelist on video if desired while you are speaking.

#### *Session Description:*

Professional selling has been changing rapidly for the last decade due to differing buying habits, technology, and other influences. Then Covid-19 came along and put those changes on fast forward, as well as adding some new ones. As we go forward into selling, we need to embrace



new trends while combining them with time-tested fundamentals to create a strategy for future growth. Make no mistake – winning sales, and growing, is possible coming out of Covid-19 – IF you do it right. Right now is the time, this session will give you a four-point system for reevaluating your sales program.

Topics covered include:

- Your processes – do your processes support the numbers you’re trying to achieve?
- Your tech – are you using the right tech resources, in the right way?
- Your people – do your people have the right skills and attitudes?
- Your information – sales in today’s world is a battle of information. Are you capturing and using the right information?

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### **5. Session Sponsor - "Managing Conflict by Alexis Gladstone" - \$2,000**

This session sponsor on Thursday, August 20th at 11:20am to 12:20pm, you will be introduced by the AED session moderator before the start of the session. Your company name/logo, contact information, and headshot will be displayed on the screen for the attendees and you can provide a brief (2-3 min) introduction of your company prior to the speaker being introduced by the AED session moderator. You can also be shown as a panelist on video if desired while you are speaking.

Session Sponsor:

Conflict occurs at every level of the business. It can arise because of differences over ideas, work methods, clashes in communication styles, or competing job duties. Conflict affects employees at every level of the dealership org chart. While most people don’t like conflict, if it’s addressed constructively it doesn’t need to be seen as negative. This session will help people understand how to work with conflict to be more successful in their day-to-day and enable them to lead through the conflict they or their team experience.

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#### **NOTE:**

- ***All Sponsors will be provided an electronic version of the registered attendees before and after the conference.***
- ***All Sponsors will be provided complimentary access to their sponsored session. Attendance at the other Leadership Conference sessions will require a standard attendee registration for \$300 per company.***