

**BSA Annual Forum 2016  
Schedule of Events**

The U.S. Grant Hotel  
San Diego, California  
Wednesday, September 7 – Thursday, September 8, 2016

**Wednesday, September 7**

**8:00 a.m. - 11:30 a.m. BSA Standards Council Meeting** *(Invite Only)*

**9:00 a.m. - 12:00 p.m. BSA Board of Directors Meeting** *(Invite Only)*

**7:30 a.m. - 4:00 p.m. Registration**

**12:00 p.m. - 1:30 p.m. Welcome Luncheon & Networking**

**1:45 p.m. - 2:15 p.m. Opening Remarks & Industry Update**

Speakers: Barry Lane, BSA Board President, Avery  
Jim O'Brien, S.P. Richards

**2:15 p.m. - 3:15 p.m. What is Most Likely to Impact the Office Product Landscape and Probable Analysis of Opportunity and Risk for the Industry?**

Speaker: Chris Hodson, Cleveland Research

- An analysis of recent category performance and forward-looking expectations.
- What are the likely next steps of Office Superstores and an analysis of changes in strategy and leadership.
- An overview of the next steps and changes in online migration.

**3:15 p.m. - 3:30 p.m. Break**

**3:30 p.m. - 5:00 p.m. Insight and Strategies to Meet the New Demands of the Online Channel**

The online channel is seeing unprecedented growth as consumers have made fundamental changes to their shopping behavior. Two industry leading brands will share their perspective on what is required to drive success selling online - whether at independent dealers, pure play or omnichannel retailers.

Speakers: Pam Narum, 3M and Robert Wainberg, Avery

3M Case Study: Reinventing our Content Strategy to Compete in the Digital Age  
Who is doing it well? Examples from within and outside of office products  
What can you do to build your digital skill set?

**5:30 p.m. - 7:00 p.m. Welcome Reception & Networking** (includes cocktails & hors d'oeuvres)

7:00 p.m. Dinner on your own

Thursday, September 8

**8:00 a.m. - 9:30 a.m. Breakfast & Elections – Members Only**

- Wholesalers Breakfast
- Manufacturers and Manufacturer Reps Breakfast
- Buying Groups, Affiliates, Non-Members, Spouses, Guests Breakfast

**9:45 a.m. - 10:45 a.m. General Track**

**The Shifting Landscape for B2B Selling: An Overarching Examination of New Workforce Propensities**

Moderator: Andrea Hershatter, Emory University

*How are demographics changing? What are some of the shifts in workplace expectations and culture? What is evolving in the way people are likely to interact in the B2B space?*

Panelists:

- *Scott Baxley, Hatcheri*
- *David Maxson, Avery*
- *Isaac de la Fuente, Mono Machine*

**9:45 a.m. - 10:45 a.m. Online Merchandising Track**

**Effective Marketing Spends that Drive Digital Traffic**

Presented by: Chris Hodson, Cleveland Research

- *Merchandising – Strategies to drive digital traffic to new products and effectively promote the broader portfolio*
- *Marketing – A look at some of the effective and ineffective spends within e-commerce and Amazon*
- *Channel Strategy – Understanding the digital third-party (3P) marketplace*

**10:45 a.m. - 11:00 a.m. Break**

**11:00 a.m. - 12:00 p.m. General Track**

**The Shifting Landscape for B2B Selling: Mining Participant Expertise**

Moderator: Andrea Hershatter, Emory University

- What are the highest priorities for a millennial buyer? In what ways do millennials sell differently?
- How do differing technologies and communication styles customer development and relationship management?

## 11:00 a.m. - 12:00 p.m. Online Merchandising Track

### The 3 Online Content Strategies (Hint: Google is one) to Increase Sales NOW!

Presented by: Christian Santiago, Google and introduction by Lloyd Wood, GfK

- How optimizing product content in Google Manufacturer Center can **increase purchase conversions by up to 25%**
- How producing and adding virtual tours/videos to your online product content can **increase conversions by as much as 64%**
- How using A+ (unstructured) product content can **reduce returns and increase sales by 10% or more**

## 12:00 p.m. - 12:15 p.m. Break

## 12:15 p.m. - 1:30 p.m. Legends Luncheon honoring Norm Wesley

## 1:30 p.m. - 1:45 p.m. Break

## 1:45 p.m. - 2:45 p.m. General Track

### The Shifting Landscape for B2B Selling: Implications for the Industry

Moderator: Andrea Hershatter, Emory University

*Modifications and diversification in the selling process, opportunities for enhancing existing relationships and creating new ones and evolutions in training*

Panelists:

- *Jeff Grady, 3M*
- *Jamie Southwood, Complete Office of California*
- *Alex Aronis, The Godfrey Group*
- *Mike Everett, Office Solutions*

## 1:45 p.m. - 2:45 p.m. Online Merchandising Track

### Effective Marketing Spends that Drive Digital Traffic

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- *Marketing – A look at some of the effective and ineffective spends within e-commerce and Amazon*
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## 2:45 p.m. - 3:00 p.m. Break

## 3:00 p.m. - 4:30 p.m. Industry Town Hall

Presented by: Todd Carlson, 3M and Joe Templet, Essendant

The Town Hall will be co-moderated by two Industry Leaders.

The industry is changing by the day- are you part of the solutions?  
If you have something to add, you are welcome to be part of this interactive session.

**6:00 p.m. - 9:30 p.m. President's Reception & Dinner**

- Honoring BSA's 2016 Lifetime Achievement Award winner, Mike Wilbur
- Honoring BSA's 2016 Leadership Award winner, John Frey Sr. and Jim Gaede

**10:00 p.m. Conference Concludes**