WPCRaM 2024
AGENDA

OCT 7

Day 1

12:00 PM - 6:00 PM	**Registration Opens**
6:00 PM - 8:00 PM	**Welcome Reception**

OCT 8

Day 2

7:00 AM - 4:00 PM	**Registration Open**
7:00 AM - 8:00 AM	**Breakfast**
8:00 AM - 8:45 AM	**Welcome to WPCRaM 2024!**
8:45 AM - 9:45 AM	**Keynote Speaker - Bryan Klann**
10:00 AM - 10:45 AM	**Sales:** Powerful Pipelines: Tips, Tricks, and Best Practices
	Tech: Customer Case Study: Burmax Enhanced Support
11:00 AM - 11:45 AM	**Plaimaker in Your Pocket:** Leveraging Mobile CRM in the field
12:00 PM - 1:00 PM	**Lunch**
12:15 PM - 12:30 PM	**Product Splash Session - Alerts**
1:00 PM - 1:45 PM	**Sales:** Actionable Analytics: Remove the Guesswork
	Tech: WPCRM Health Check: Assess, Measure, & Enhance
2:00 PM - 2:45 PM	**Panel Discussion: Sales & Marketing Synergy**
3:00 PM - 3:45 PM	**Sponsor Session:** Dotdigital
	Sponsor Session: epaCUBE
4:00PM - 4:45 PM	**WP Shark Tank Presentations**
6:00 PM - 9:00 PM	**Offsite Event at Spark Lounge**

OCT 9

Day 3

7:00 AM - 8:00 AM	**Breakfast**
7:45 AM - 8:15 AM	**Awards Ceremony**
8:15 AM - 9:15 AM	**WP Product Roadmap**
9:30 AM - 10:15 AM	**Sales:** Quotes to Orders: A Comprehensive Guide to the Quoting Module
	Tech: Workflows Unlocked: Optimizing Business Processes with Purpose
10:30 AM - 11:00 AM	**Sponsor Session:** Aldrich Web Solutions
	Tech: Mastering WPCRM System Administration
11:15 AM - 12:00 PM	**AI Powered Sales:** The New Era of CRM
12:00 PM - 1:00 PM	**Lunch**
12:15 PM - 12:30 PM	**Product Splash Session - Opportunities**
1:00 PM - 1:45 PM	**Sales: Customer Case Study:** First Supply on Quoting
	Tech: Mastering WPCRM System Administration Part 2
2:00 PM - 2:45 PM	**Sales:** Asset Optimization: Maximizing the Service + Equipment Modules
	Tech: Staying Connected: Explore WPCRM API and Suite of Integrations
3:00 PM - 3:15 PM	**Closing Remarks**