

## Monday | December 7, 2020

Noon – 2:00 PST ♦ 1:00 – 3:00 MST ♦ 2:00 – 4:00 CST ♦ 3:00 – 5:00 EST



**STEVIE RAY**  
Stevie Ray's Improv  
Company

### **Keynote | The Calm Before the Brainstorm**

*Research has discovered that the classic Brainstorming model is tragically flawed. The brainstorm process, as most organizations use it, actually shuts down the brain; making it impossible to create innovative solutions. In this hands-on and exciting workshop, Stevie Ray will show you the eight steps to creating a session that churns out dozens of new and groundbreaking ideas. He will give you tools to handle those inevitable moments when the team goes into brain freeze. This session will detail just how and when to use the various types of thinkers that make up a team; the creative, the analytic, the negator, and the enforcer. Your next idea session will generate a fun and productive atmosphere, creative ideas, and inventive solutions!*



### **Sponsor Spotlight**

*Join us for this opportunity to hear from our sponsors for this year's virtual event. We greatly appreciate their support.*



### **Networking Activity**

*Networking during COVID is a rather oxy-moronic statement! Don't miss this opportunity to connect with your colleagues, learn a few things and have some fun.*

## Tuesday | December 8, 2020

8:00 – 10:00 PST ♦ 9:00 – 11:00 MST ♦ 10:00 – noon CST ♦ 11:00 – 1:00 EST



### **Speaker Showcase**

*You've heard of 'speed dating' or 'speed networking'.... Join us now for 'speed speaker showcasing'! You'll have an opportunity to see several speakers in a short period of time.*



### **Sponsor Spotlight**

*Join us again for an opportunity to hear from more sponsors for this year's virtual event.*



### **Speaker Share**

*We all love this part! Time to exchange speaker ideas with our colleagues.*

## Wednesday | December 9, 2020

Noon – 3:00 PST ♦ 1:00 – 4:00 MST ♦ 2:00 – 5:00 CST ♦ 3:00 – 6:00 EST



### **Submitted Topics Discussion**

*You asked for it, you got it! This session will allow us time to discuss some very pertinent topics you all submitted ranging from tech tips to hybrid ideas to venue issues. You won't want to miss this one!*



**BETSY HUBBARD**  
Mindset Digital

### **Keynote | You Have 8 Seconds – Go!**

*These days, it's easy to get a message out—there are more communication channels than ever before. The challenge is getting a message in—getting your clients and even your colleagues to slow down and tune in. Filled with practical tips, this fast-paced session will focus on three new realities for communicating today.*



### **Sponsor Spotlight**

*Join us for our last opportunity to hear from more sponsors for this year's event.*



### **Networking (Wine Tasting/Pairing)**

*Close out the 25th annual Ed Directors Conference with a bang! Our very own Liz Wilson, Washington Bankers Association, will lead us through wine tasting/pairing. We'll finish the day with another opportunity to connect with colleagues.*