



2024 ERA Conference Schedule

All times listed are Central Standard Time.

Sunday, Feb. 25, 2024

- 12:00 – 6:00 p.m. Conference Registration / Attendee Badge Pickup – [Zlotnik Ballroom Foyer](#)
- 5:00 – 6:30 p.m. Opening Cocktail Reception – [AT&T Center Main Courtyard](#)

Monday, Feb. 26, 2024

- 7:00 – 7:50 a.m. Breakfast, First-Time Attendees Orientation & Workshops
 – *Workshop: Unlock the Potential of Your Business*, presented by Empowering Systems – [Room 103, Level M1](#)
 – *Workshop: Diving into Data: Industry DTAM and Trends*, presented by Budde Marketing Systems – [Room 104, Level M1](#)
 – *Workshop: Ask Ama Anything! Learn about ERA Membership Benefits*, presented by ERA – [Room 101, Level M1](#)
 – *Workshop: ERA Electronics Industry Survey Results and Outlook*, presented by Edgewater Research – [Room 105, Level M1](#)
 – *First-Time Attendees Orientation* – [Room 106, Level M1](#)
- 8:00 – 8:10 a.m. Conference Opening – Welcoming Remarks, Adam Anderson, CPMR, 2024 ERA Conference Chair – [Zlotnik Ballroom](#)
- 8:10 – 9:15 a.m. Keynote Session – Build Trust and Connection to Create Influence Monday to Monday®, presented by Stacey Hanke – SPONSORED BY ARROW – [Zlotnik Ballroom](#)
- 9:15 – 9:30 a.m. Break
- 9:30 – 10:45 a.m. Breakout Sessions
 – *Artificial Intelligence: Real-World Applications for Field Sales* – [Amphitheater 204, Level M2](#)
 – *Rep 2.0: Future-Proofing Your Manufacturers' Rep Business* – [Room 104, Level M1](#)
 – *The Eye of the Beholder: How do Customers View Salespeople?* – [Room 203, Level M2](#)
 – *The Kids Are Alright: The Art of Hiring, Training and Retaining Zillennials* – [Zlotnik Ballroom](#)
 – *Unleashing the Power of Data: Best Strategies for Effective Data Sharing and Collaboration in Today's Electronics Industry* – [Room 103, Level M1](#)
- 10:45 – 11:00 a.m. Break
- 11:00 a.m. – 12:00 p.m. General Session – Future Economy: Growth Opportunities, presented by Andrew Busch
 SPONSORED BY BRAINARD-NIELSEN MARKETING – [Zlotnik Ballroom](#)
- 12:00 – 12:45 p.m. Lunch – [Zlotnik Ballroom](#)
- 12:45 – 1:30 p.m. ERA Update, Past Presidents Recognition & Lifetime Achievement Award Presentation, presented by Walter Tobin, CEO, ERA – [Zlotnik Ballroom](#)
- 1:30 – 1:45 p.m. Break
- 1:45 – 3:00 p.m. Breakout Sessions
 – *Engineers of Today vs. 5 years ago: Are They Getting What They Need from Us?* – [Amphitheater 204, Level M2](#)
 – *How the Digitalization of Product Information Accelerates Customer Engagement* – [Room 104, Level M1](#)
 – *More Than a Salesperson: Developing a Memorable, Trusted Personal Brand* – [Room 103 Level M1](#)
 – *Strategies for Manufacturers' Reps on Negotiating Better Contracts with Manufacturers* – [Room 105, Level M1](#)
 – *Succession Planning: Passing Down Key Knowledge, Skills and Abilities – Why It's Important & How It Works* – [Room 203, Level M2](#)
- 3:00 – 3:15 p.m. Break



- 3:15 – 4:30 p.m. Breakout Sessions
 – *Reach More, Engage Deeper: Digital Tools That Can Amplify Your Tried-and-True Marketing Tactics* – Amphitheater 204, Level M2
 – *Succession Planning: Passing Down Key Knowledge, Skills and Abilities – Why It's Important & How It Works* – Room 203, Level M2
 – *Technology Swap Shop: Efficiencies to Help Your Team & Your Customers* – Room 103, Level M1
 – *The Evolution of Field Sales: Where Are We Headed?* – Zlotnik Ballroom
 – *Understanding Cybersecurity Threats & How to Protect Your Company* – Room 105, Level M1
- 4:30 – 4:45 p.m. Break
- 4:45 – 5:45 p.m. General Session – *Selling Across the Generations*, presented by Cam Marston – SPONSORED BY SCHAFFNER EMC – Zlotnik Ballroom
- 6:40 – 7:00 p.m. Buses depart AT&T Center for off-site conference party – Level M2, behind Conference Center
- 7:00 – 10:00 p.m. Conference Party, hosted off-site at Punch Bowl Social (*downtown location*)

Tuesday, February 27, 2024

- 7:00 – 7:50 a.m. Breakfast & Workshops
 – *Workshop: CRM Solutions*, presented by Repfabric – Room 103, Level M1
 – *Workshop: ERA Electronics Industry Survey Results & Outlook*, presented by Edgewater Research – Room 105, Level M1
 – *Workshop: ERA NEXGEN Meeting (*Reps are invited to attend and observe)* – Room 106, Level M1
- 8:00 – 8:10 a.m. Opening Remarks, Adam Anderson, CPMR, 2024 ERA Conference Chair – Zlotnik Ballroom
- 8:10 – 9:20 a.m. General Session – *Creating Customer Confidence to Make the Sale*, presented by Brent Adamson SPONSORED BY CATALYST UNITY SOLUTIONS – Zlotnik Ballroom
- 9:20 – 9:30 a.m. Break
- 9:30 – 10:45 a.m. Breakout Sessions
 – *Embrace It: Artificial Intelligence and Your Future* – Zlotnik Ballroom
 – *Engineers of Today vs. 5 years ago: Are They Getting What They Need from Us?* – Amphitheater 204, Level M2
 – *How the Digitalization of Product Information Accelerates Customer Engagement* – Room 203, Level M2
 – *Reach More, Engage Deeper: Digital Tools That Can Amplify Your Tried-and-True Marketing Tactics* – Room 103, Level M1
 – *Rep 2.0: Future-Proofing Your Manufacturers' Rep Business* – Room 104, Level M1
- 10:45 – 11:00 a.m. Break
- 11:00 – 11:30 a.m. ERA Awards Announcements – Zlotnik Ballroom
- 11:30 a.m. – 12:30 p.m. Lunch – Zlotnik Ballroom
- 12:30 – 12:45 p.m. Break
- 12:45 – 2:00 p.m. Breakout Sessions
 – *Artificial Intelligence: Real-World Applications for Field Sales* – Room 104, Level M1
 – *The Evolution of Field Sales: Where Are We Headed?* – Amphitheater 204, Level M2
 – *The Kids Are Alright: The Art of Hiring, Training and Retaining Zillennials* – Zlotnik Ballroom
 – *Understanding Cybersecurity Threats & How to Protect Your Company* – Room 203, Level M2
 – *Unleashing the Power of Data: Best Strategies for Effective Data Sharing and Collaboration in Today's Electronics Industry* – Room 103, Level M1
- 2:00 – 2:15 p.m. Break



- 2:15 – 3:30 p.m. Breakout Sessions
- *Embrace It: Artificial Intelligence and Your Future* – Zlotnik Ballroom
 - *More Than a Salesperson: Developing a Memorable, Trusted Personal Brand* – Room 103, Level M1
 - *Strategies for Manufacturers' Reps on Negotiating Better Contracts with Manufacturers* – Room 105, Level M1
 - *Technology Swap Shop: Efficiencies to Help Your Team & Your Customers* – Amphitheater 204, Level M2
 - *The Eye of the Beholder: How do Customers View Salespeople?* – Room 104, Level M1
- 3:30 – 3:45 p.m. Break
- 3:45 – 5:00 p.m. General Session – The Future is NOW: Technology & Trends That Will Revolutionize, presented by Crystal Washington – SPONSORED BY MACINNIS GROUP – Zlotnik Ballroom
- 5:00 p.m. Conference Adjourns