

# PIDA EXECUTIVE CONFERENCES

## WEDNESDAY, JAN. 26

1:30 PM - 5:00 PM



PIDA Executive Conferences bring manufacturers and distributors together for concentrated, one-on-one meetings to strategically discuss their trading partner relationships, new marketing initiatives and business goals.

### IMPORTANT TIPS FOR MANUFACTURERS »

**Schedule early.** Distributor's schedules fill up quickly. Manufacturers should reach out to their distributors ahead of time to schedule appointments.

**Be prepared.** Prepare an agenda in advance of the meeting and share it with your distributor. Remember these are not social or sales calls.

### FORMAT »

- A total of (14) 15-minute conferences are available on Wednesday afternoon.
- Distributors will be provided with private, draped booths in which to host their conferences.
- Manufacturers are expected to reach out to distributors to schedule appointments.

### ATTENDEE LIST »

The attendee list will be posted on the Members Only section of the PIDA website starting November 1, 2021 and updated regularly, so check back often.

### SAMPLE AGENDA »

#### The Summit 2022

XYZ Distributor  
XYZ Manufacturer

- **Introductions**
- **Strategic Vision**
- **State of the Business**
  - » Strengths
  - » Weaknesses
  - » Opportunities
  - » Threats
- **Next Steps**

#### PIDA MEMBER EXCLUSIVE BENEFIT »

The Executive Conference program is for PIDA members in good standing only. If you are not a member and would like to participate, contact PIDA at [nbull@msp-amc.com](mailto:nbull@msp-amc.com) or visit [www.pida.org](http://www.pida.org) for membership information.



### EXECUTIVE CONFERENCE APPOINTMENT SCHEDULE

1:30 pm - 1:45 pm

1:45 pm - 2:00 pm

2:00 pm - 2:15 pm

2:15 pm - 2:30 pm

2:30 pm - 2:45 pm

2:45 pm - 3:00 pm

3:00 pm - 3:15 pm

3:15 pm - 3:30 pm

3:30 pm - 3:45 pm

3:45 pm - 4:00 pm

4:00 pm - 4:15 pm

4:15 pm - 4:30 pm

4:30 pm - 4:45 pm

4:45 pm - 5:00 pm