

Growing  
in the  
**Heartland**  
September 17-18, 2021  
Des Moines, Iowa

ACP & MFCP Joint Conference & Trade Show

*Draft Schedule 7/29/21*

**Thursday Schedule – 9/16/21**

- 11:00 – 7:00 PM Registration Open  
12:00 – 5:30 PM Management Certificate Program:  
4:00 – 5:30 PM Rising Star / MVP Orientation Meeting & pizza party  
6:00 – 10:00 PM “Summer Stir” Pub Crawl

**Friday Schedule – 9/17/21**

- 7:30 AM Registration Open  
7:45 – 8:45 AM Breakfast in Trade Show Area  
8:45 – 9:30 AM *Opening Ceremonies (To include Rising Stars)*  
9:30 – 11:00 AM Opening Keynote – Holly Hoffman  
11:00 – 12:15 PM Coffee and Vendor Interaction Session in Trade Show area  
[Graphics - Creating Better Ads to Increase Effectiveness and Revenue](#)  
Rising Stars / MVP Session (with Holly Hoffman)  
12:15 – 1:15 PM Recognition Lunch in Trade Show Area  
1:15 – 2:30 PM Idea Exchange – Survivor Style  
[Graphics - Help! I Don't Know What to Do About this Problem!](#)  
2:35 – 3:50 PM *Breakout Sessions:*  
TLI Classes: (3 to choose from)  
Management Roundtable: Bring Your Topics  
[Graphics - Photoshop Tools & Tips](#)  
Trade Show Open  
3:50 – 4:20 PM Break and Vendor Interaction in Trade Show area  
3:50 – 4:20 PM TLI Review Class  
4:20 – 6:15 PM TLI AAE Exam

- 4:20 – 5:35 PM *Breakout Sessions:*  
TLI Classes: (2 to choose from)  
Management Roundtable  
[Graphics - Photoshop: Getting Pics to Print as Good as They Can](#)  
Trade Show Open
- 6:30 – 8:30 PM Dinner & Cocktails
- 8:30 – 10:30 PM Club ACP

### **Saturday Schedule – 9/18/21**

- 7:30 AM Registration Open
- 7:45 – 8:45 AM Breakfast in Trade Show Area
- 7:45 – 8:45 AM SMC Breakfast Meeting
- 8:45 – 10:00 AM *Breakout Sessions*  
TLI Classes: (3 to choose from)  
Management Roundtable  
[Graphics - Tables, Scripts and Data in InDesign: Who Knew](#)  
Trade Show Open
- 10:00 – 11:00 AM *Break in Trade Show area*
- 10:00 – 10:25 AM ACP Annual Meeting
- 10:30 – 10:55 AM MFPC Annual Meeting
- 11:00 – 12:15 PM *Breakout Session*  
TLI Classes: (3 to choose from)  
Management Roundtable  
[Graphics - Getting People to Pick Up Your Paper](#)  
Trade Show Open
- 12:15 – 1:15 PM Lunch - Michael Gartner – A Couple of Stories
- 1:15 – 2:15 PM Trade Show Last Opportunity Session
- 2:15 PM Silent Auction Officially Closes
- 2:30 – 3:45 PM *Breakout Sessions*  
Scripts Development Workshop  
Management Roundtable  
[Graphics Roundtable – Bring Your Topics](#)
- 3:45 – 4:45 PM Closing Keynote – Mike Blinder
- 4:45 – 5:30 PM Closing Presentations (TLI Graduation)