



ACP & MFCP Joint Conference & Trade Show

Draft Schedule 8/11/21

Thursday Schedule – 9/16/21

- 11:00 – 7:00 PM Registration Open
- 12:00 – 5:30 PM Management Certificate Program: Creative Leadership
- 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 Track: 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 Track: 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: Leading the Tribe - Open Forum - Bring Your Topic
 - [Graphics Track: 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: It's a Jungle Out There – Unique Revenue Opportunities

[Graphics Track: 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: Building Alliances – Print & Digital Packages

[Graphics Track: 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 MFPCP Annual Meeting

11:00 – 12:15 PM *Breakout Session*

TLI Classes: (3 to choose from)

Management Roundtable: Council Tools – New Tips & Tactics for using your CVC Audit

[Graphics Track: 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: Dream Teams – How to Attract Star Employees

[Graphics Track: Roundtable – Bring Your Topics](#)

3:45 – 4:45 PM Closing Keynote – Mike Blinder

4:45 – 5:30 PM Closing Presentations (TLI Graduation)