

## **BUILD YOUR EMPIRE CONFERENCE PART TWO SCHEDULE**

**Sunday, November 15th - Tuesday, November 17th, 2020**

### **Virtual online event**

Register online <https://www.musicacademysuccess.com/mce2020>

*\*Please be on the lookout for an email from the MASS office one week prior to the conference. It will have detailed instructions on how to log into the Zoom sessions including the round table rodeos.*

(All times Eastern US)

\*All sessions, slides, content, speakers, dates and times are subject to change without notice.

Your positive, low maintenance, “Winners Not Whiners” mindset is requested and appreciated!

### **Sunday, November 15th, 7 - 10 p.m.**

#### **Welcome and speed networking activities.**

7:00-7:15 p.m. – Welcome from Marty Fort and Award presentation

7:15-7:45 p.m. Tour of Lexington School of Music

7:45-9:15 p.m. Speed networking activities

9:15-9:45 p.m. Tour of Irmo Music Academy

9:45-10:00 p.m. Q&A and closing comments.

### **Monday, November 16th, 11:30 a.m.-6:30 p.m.**

11:30 a.m.-11:40 a.m.-Welcome from Marty

11:40 a.m.-12:10 p.m. Tour of Columbia Arts Academy®

12:10 p.m.-12:40 p.m. Tim Benson of Netscore / Phonescore.

12:40 p.m.-1:00 p.m. Break

1:00 p.m.-1:30 p.m. Improving student retention with Jason Summers

1:30 p.m.-2:30 p.m. Building your empire part one with Marty Fort / Q&A

2:30 p.m.-3:30 p.m. Networking lunch

3:30 p.m.-4:15 p.m. Building your empire part two with Marty Fort

4:15 p.m.-5:00 p.m. Q&A / Role Playing with Marty & Staff

5:00 p.m.-5:20 p.m. Break

5:20 p.m.-6:00 p.m. 2020 Survivor Panel – How they survived (and thrived) and how you can do the same!

6:00 p.m.-6:30 p.m. Q&A and closing comments.

**Tuesday, November 17<sup>th</sup> 11:30 a.m.-6:30 p.m.**

**TITANIUM MEMBER'S VIP CONTENT WORKSHOP:**

11:30 a.m. - 3:00 p.m. Titanium only training with Digital Marketing expert Anna Hrach from the Convince and Convert Agency. Headed by New York Times best selling author Jay Bauer.

**The Winning Formula for Exceptional Content**

*When it comes to content, we have a massive problem. According to Content Marketing Institute's annual Benchmarks, Budgets and Trends report, more content is being created than ever before and more money is being spent to create it, yet a mere 4% of content marketers rate their content efforts as "extremely successful." And it's easy to see why. When timelines are crunched, deadlines are pressing, and bandwidths are squeezed, it can be incredibly hard for organizations to consistently create content that goes above and beyond. Thankfully, creating exceptional content can be incredibly easy, when you have the right formula for success. This lighthearted, engaging and entertaining workshop will reveal the exact ingredients you need to create exceptional content every single day.*

**ALL MEMBERS:**

3:00 p.m.-3:45 p.m. Build Your Empire part three with Marty Fort.

3:45 p.m.-5:15 p.m. Round Table rodeos (30 minutes per round)

For instructions on how to Zoom into the different tables, please be on the lookout for an email from the MASS office one week prior to the event.

1. Titanium member - Casey Thomas - Automation/Copywriting
2. Titanium member - Russ Porter – The 500 Club
3. Titanium member - Melissa Jeffreys - Time Management
4. Titanium member - Chris Scherer - "How to Grow from 100 - 400"
5. Titanium member - Kyong Lee - Student Retention: Why Students Quit and What We Can Do About It
6. Titanium member - Sam Faraci - Running 2 locations
7. Titanium member - David Rhodes – Having A Manager Run Your School

8. Titanium member - Cecilia Rowe - Working with Your Spouse
9. Titanium member - Tim Benson – SEO & Facebook marketing
10. Titanium member - James Franczek –  
Musical Ladder System®

5:15 p.m.-5:35 p.m. Break

5:35 p.m.-6:30 p.m. Build Your Empire part four, Q&A and closing exercises.

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