

Unmasking the Future - March 24-26, 2025



Preliminary Schedule (schedule subject to change)



Tuesday, March 25

7:45am - 8:45am

8:45am

9:00am - 10:15am

10:15am - 10:45am

10:45am - 12:00pm

12:00pm - 1:00pm

1:00pm - 2:00pm

2:00pm-2:15pm

2:15pm- 3:15pm

3:15pm - 3:45pm

3:45pm - 5:00pm

5:30pm - 8:00pm

Wednesday, March 26

7:30am - 8:30am

8:45am - 10:00am

10:00am - 10:45am

10:45am - 12:00pm

12:00pm - 1:00pm

1:00pm - 2:00pm

2:00pm - 2:15pm

2:15pm - 3:15pm

3:15pm - 3:45pm

3:45pm - 5:00pm

5:00pm-7:30pm

7:30pm

Monday, March 24

9:00am - 3:00pm

Advisory Council Meeting

1:00pm-3:30pm

Digital Solutions for Organization, Communication and Consistency with Jotforms

Speakers: Laura McGaw and Erica Barnes

1:00pm - 5:00pm

Exhibitor Set Up

5:00pm - 5:30pm

First time Attendee Meet & Greet

5:30pm - 7:00pm

Opening reception

Breakfast with Industry Partners

Welcome To Catalyst Opening Remarks

Keynote: Getting Results Through Others Leadership – Speaker: Steve Truett

Coffee Break with Industry Partners

Never Settle for Less Than a 5-Star Fit

Speaker: Danielle Mulvey, The All In Company

Lunch with Industry Partners

Breakout Sessions

(Owners) New Congress, New Administration, New Priorities

Speaker: Mark Valentini, VP of Legislative Affairs, PHCC National

(Management) From Resistance to Resilience: Navigating Change with Confidence

Speaker: Ron Cerceo, QSC Consultant

Break

Breakout Sessions

(Owners) It's all About Relationships - Speaker: Steve Truett, Your Sixth Man

(Management) Seven Laws of Influence: Keys to Effective Communication and Leadership - Speaker: Ron Cereo, QSC Consultant

Refreshments with Industry Partners

Q-List Live – Speakers: QSC Business Coaches

Team Building Event (Tour and Dinner) *additional registration required*

Breakfast with Industry Partners

Lead & Work Across Generations: Strategies to Connect and Engage a Multi-Generational Workforce – Speaker: Ryan Jenkins, Sync Learning Experiences

Coffee Break with Industry Partners

Marketing & Selling to Millennials & Gen Z: Earn the Attention, Trust and Business of Next-Generation Buyers – Speaker: Ryan Jenkins, Sync Learning Experiences

Lunch with Industry Partners

Elevating Your Business with AI: Best Practices, Ethics and Strategic Implementation
Speaker: Colleen Keyworth, On-Line Access

Break

Marketing Trends and Recommendations

Refreshments with Industry Partners

Listen Carefully, Respond Creatively - Speaker: Darren Ross

Dinner on your own

Closing Reception – Ballads & Beignets

Catalyst 2025 - New Orleans

