

Unmasking the Future - March 24-26, 2025



Event Schedule



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

Tuesday, March 25

7:30am - 8:30am	Breakfast with Exhibitors
8:45am	Welcome To Catalyst Opening Remarks
9:00am - 10:15am	Keynote: Getting Results Through Others Leadership – Speaker: Steve Truett
10:15am - 10:45am	Coffee Break with Exhibitors
10:45am - 12:00pm	Never Settle for Less Than a 5-Star Fit Speaker: Danielle Mulvey, The All In Company
12:00pm - 1:00pm	Lunch with Exhibitors
1:00pm – 2:00pm	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
2:00pm-2:15pm	Break
2:15pm- 3:15pm	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
3:15pm - 3:45pm	Refreshments with Exhibitors
3:45pm - 5:00pm	Q-List Live – Speakers: QSC Business Coaches
5:30pm - 8:00pm	Team Building Event (Tour and Dinner) <i>additional registration required</i>

Wednesday, March 26

7:30am - 8:30am	Breakfast with Exhibitors
8:45am - 10:00am	Lead & Work Across Generations: Strategies to Connect and Engage a Multi-Generational Workforce – Speaker: Ryan Jenkins, Sync Learning Experiences
10:00am - 10:45am	Coffee Break with Exhibitors
10:45am - 12:00pm	Marketing & Selling to Millennials & Gen Z: Earn the Attention, Trust and Business of Next-Generation Buyers – Speaker: Ryan Jenkins, Sync Learning Experiences
12:00pm - 1:00pm	Lunch with Exhibitors
1:00pm – 2:00pm	Elevating Your Business with AI: Best Practices, Ethics and Strategic Implementation Speaker: Colleen Keyworth, On-Line Access
2:00pm – 2:15pm	Break
2:15pm – 3:15pm	Building a Data Driven marketing Strategy – Speakers: Matt Eckhart and Christian Dunworthy, Scorpion
3:15pm - 3:45pm	Refreshments with Exhibitors
3:45pm - 5:00pm	Listen Carefully, Respond Creatively - Speaker: Darren Ross
5:00pm-7:30pm	Dinner on your own
7:30pm	Closing Reception – Ballads & Beignets

Catalyst 2025 - New Orleans

