



### Monday, March 23

9:00am - 3:00pm Advisory Council Meeting

5:00pm - 6:30pm Opening reception

### Tuesday, March 24

7:00am - 7:45am Breakfast with Exhibitors

8:00am Welcome To Catalyst Opening Remarks

8:15am - 8:55am Opening Session: Matthew Smiley Former Special Teams coordinator for the Buffalo Bills

9:00am - 10:30am Breakout Sessions

Session expert Jason Williams

Workshop 1: Accountability for Business Owners and General Managers

Session expert Brian Nelson-Palmer

Workshop 2: The Missing Formula to Prioritize and Create More Time Productivity: Strategies for Service/Office Managers Worth Your Time

10:30am - 11:30am Break: Rapid Fire with Exhibitors and Networking

11:30am - 12:45pm Breakout Sessions

Workshop 1: Accountability for Business Owners and General Managers (continued)

Workshop 2: Worth Your Time – The Missing Formula to Prioritize and Create More Time Productivity (continued)

12:45pm - 2:00pm Lunch with Exhibitors

2:00pm – 4:00pm Breakout Sessions

Workshop 1 (Continued): Accountability for Business Owners and General Managers

Workshop 2: Calm In Chaos - Successfully Prioritize, Focus, & Get It DONE When You're Drowning & Everything's "Important"

4:00pm – 4:15pm Break with Exhibitors

4:15pm – 5:00pm Breakout Sessions (continued)

Workshop 1: (Continued): Accountability for Business Owners and General Managers

Workshop 2: (Continued): Calm In Chaos - Successfully Prioritize, Focus, & Get It DONE When You're Drowning & Everything's "Important"

5:30pm – 8:30pm Group Event: Dinner and Networking at the Oklahoma City Cowboy Museum (preregistration required)

### Wednesday, March 25

8:00am – 9:00am Breakfast with Exhibitors

9:00am – 9:45am Marketing & Growth Strategy Roundtable – Facilitated by Scorpion

9:45am-10:30am Peer Panel Discussion – Marketing Panel - Doug Isley, Sam Heger, Amy Hart, and Jennifer Johns

10:30am – 11:00am Break with Exhibitors

11:00am – 12:00pm Peer to Peer - Q-List Live Panel Discussion – Customer Retention: Winning Customers for Life Without Discounting Yourself - Facilitated by Chris West

12:00pm – 1:15pm Lunch with Exhibitors

1:00pm – 2:00pm Canva, Gamma & Beyond: An AI Tools Workshop for Marketing in the Home Service Industry – Presented by Colleen Keyworth

1:30pm – 4:00pm Peer group meetings. Meet with your peer group or be assigned to a peer group.

- Service Manager
- Marketing
- Call Center (CSR / Dispatcher)
- Commercial
- Visionary / Owner

## Event Schedule



Oklahoma City, It's more than Ok!