

Convention October 20 – 23

Join us for the CAM-X Annual Convention as we celebrate our Diamond Anniversary with the theme "Polish Your Potential." This year, we're bringing you an array of insightful sessions, inspiring keynotes, and networking opportunities designed to help you shine in your profession. Below is the detailed agenda for the conference.

Agenda Highlights

Saturday, October 19

4:00 – 6:00 pm **Board Meeting**

Sunday, October 20

10:00 – 3:00 pm **The Desert Gem:** Pre-Conference Event: Desert Museum

12:00 – 4:00 pm **Setting the Jewel:** Exhibit Hall Set Up

6:00 – 8:00 pm **The Diamond Kickoff:** Convention Opening Reception

Monday, October 21

7:00 am **Walking in his Light, Forever Sparkling in our Hearts:**
Memorial Morning walk for Michael Leibowitz

8:00 – 9:00 am **Shine Together:** Networking Breakfast

9:00 – 9:10 am **Illuminating the Path:** Welcome and Opening Remarks President Leslie Wilson

9:10 – 10:30 am **Diamond in the Rough:** Opening Keynote: Robert Logan: *Bob takes the audience through his personal journey of loss, recovery and rediscovery.*

10:30 – 11:00 am **Gleaming Interlude:** Exhibitor Break

11:00– 12:00 pm **Shaping the Future Gem:** CAM-X Annual General Meeting & CAM-X Update

12:00 – 1:00 pm **Nourishing Sparkles:** Luncheon

1:00 – 1:10 pm **Polishing the Standard:** Address from Presenting Sponsor

1:10 – 2:10 pm **Diamond-Cut Practices:** KPI Panel with Dana Lloyd, Scott Lyons and Brad French: *Best practices from industry owners*

2:10 – 2:30 pm **Honouring Our Jewels:** Address from VIP Sponsors & Supporting sponsors

2:30 – 3:00 pm **Radiant Reflections:** Exhibitor Break

3:00 – 4:00 pm **Diamond Strength:** Disaster Preparedness: *Lessons learned from activating their Emergency Action plan.*

4:00 – 5:30 pm **A Sparkling Finish:** Wine & Beer with the Vendors

Tuesday, October 22

- 7:00 am** **Walking in his Light, Forever Sparkling in our Hearts:**
Memorial Morning walk for Michael Leibowitz
- 8:00 – 9:45 am **Shining Connections:** Networking Breakfast
- 8:45 – 9:00 am **Diamond Greetings:** Welcome from ATSI President Breanna
- 9:00 – 10:30 am **Cutting-Edge Innovation:** AI Futurist Session with Isaac Abbs, Greg Reffner & Darren Prine: *A high-level overview of what AI really is, versus all the hype and hysteria. Then you will learn how to incorporate it into your business.*
- 10:30 – 10:45 am **Supporting Our Gems:** Address from Supporting Sponsors
- 10:45 – 11:15 am **Gleaming Interlude:** Exhibitor Break
- 11:15 am - 12:15 pm **Crafting Your Diamond:** Branding: More than a Logo with Ray Hiltz: *Learn to take Marketing to the next level, focusing more on connecting with people than selling to them*
- 12:00 – 1:15 pm **Savoring Brilliance:** Luncheon
- 1:15 – 2:15 pm **Insights from the Core:** Greg Riefkin of Call Journey CI: *Conversational analytics / Root Cause Analytics – a session sharing how businesses are demanding a deeper level of employee and customer intelligence to improve CX experience and operational efficiencies.*
- 2:15 – 3:00 pm **Radiant Reflections** Networking Break
- 3:00 – 4:30 pm **Diamond Applications:** AI Panel: with panel members Allan Fromm, Ryan Ambbs & Chuck Boyce: *Practical integrations into our business today*
- 6:00 pm **A Night of Diamonds:** Gala

Wednesday, October 23

- 9:30 am – 10:00 am **Morning Sparkle:** Coffee Station & Continental Breakfast
- 10:00 – 11:00 am **The Final Cut:** Closing Keynote: TBA
- 11:00 – 12:00 **Polishing Insights:** Gary Pudles: *Best Ideas from Conference & Money-Making Ideas*
- 12:00 – 2:00 pm **Diamonds of Excellence: Awards Luncheon – Convention Closing**

Don't miss out on this unique opportunity to "Polish Your Potential" at our Diamond Anniversary celebration. We look forward to seeing you there!