



TIME	TOPIC	SPEAKER/FACILITATOR	ROOM
10:00 – 3:00	Registration		Plaza A Foyer
3:00	Opening Remarks	Maggie Ford, CEO	Plaza B/C
4:00 – 6:00	Brain Balance Olympics		Plaza B/C
6:00 – 9:00	Welcome Party		Plaza A Foyer & Atrium

Show Your Brain Balance Pride and Wear Your Shirt on Opening Day!

CONVENTION AT-A-GLANCE

Hear from Maggie Ford, Our New CEO: Maggie will introduce herself to the Brain Balance community, share her observations and lay out how she will bring focus and collaboration to the One Brain Balance strategic platform.

Brain Balance Olympics & Welcome Party: We may not be in Paris, but this is your chance to get on the podium! Get to know your Brain Balance community, learn and have fun doing it! Win or lose, enjoy good food, drinks (be sure to get your drink tickets!), mingle with our vendors and live music as we celebrate being together.

Maximizing Center Profitability: Strategies for Success: This comprehensive session covers detailed P&L training, staffing best practices, and efficient marketing spend optimization. Learn to manage expenses, set accurate budgets, forecast precisely, and improve program scheduling efficiency. Understand the importance of key performance indicators (KPIs) and discuss strategic program pricing to maximize revenue.

Ensuring Excellence: Mastering Program Standardization and Maximizing Outcomes: This session will reinforce and expand the standards for successful program delivery, focusing on Program Standardization Enhancements and nutrition. Engage in hands-on reviews, explore updated support activities, and discover the proprietary Brain Balance comprehension tool for a multi-sensory reading experience.

Crafting the Ultimate Customer Journey: From Lead to Loyalty: Enhance every touchpoint in your customer's journey, from initial contact to post-program engagement. Learn best practice customer service strategies, effective communication styles, and techniques for high engagement and satisfaction. Optimize greeting and waiting area experiences, maintain cleanliness standards, and master lead and parent follow-up.

Mindset Behavior Training for Effective Communication: This workshop reinforces and expands the standards that ensure our programs' success, building confidence in program delivery and support. New to Mindset? Gain foundational knowledge and hands-on practice in effective de-escalation strategies, requiring just a half hour of TalentLMS coursework post-convention for certification. Already certified? Achieve re-certification with additional practice.

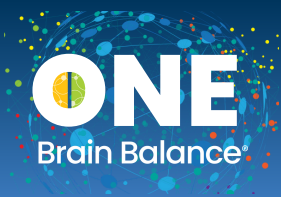
Guest Speaker from the Center for Brain Health, Jennifer Zientz: Join Jennifer Zientz, MS, CCC/SLP, Director of Programs and Head of Clinical Services, as she discusses the background and mission of the Center for Brain Health. Discover groundbreaking advancements in brain health and performance, and explore the current and future directions in this vital field. This session promises to provide valuable insights into enhancing brain health and optimizing performance.

Center Spotlight Roundtables: Centers will take the lead to talk about success in standardization (Southern Nevada), customer experience (Wexford), nutrition (Columbus), and funding (Mequon/Fox Valley). Hear about their latest achievements and select the topic most relevant to you for an in-depth discussion in smaller breakout roundtables.

Program Updates: Reinforce and expand knowledge for successful program delivery, focusing on a standardized approach to monitoring and improving program data and outcomes. Engage in hands-on review and problem-solving, explore updated support activities, and exciting enhancements to communicate the "what" and "why" of Balance 360 nutrition.

Marketing Updates: Preview the latest collateral system and messaging tools and learn about how you can take advantage of HubSpot to nurture your leads from inquiry to assessment.

Denim & Diamonds Awards Dinner & After-Party: We'll celebrate your success with awards and recognition followed by a denim-clad, diamond-studded after-party. Dance the night away with D.J. Boogie and try your luck at Texas Hold'em!



TIME	TOPIC	SPEAKER/FACILITATOR	ROOM
7:00 - 8:15	Breakfast		Plaza A
8:30 - 8:40	Opening Remarks	Mike Miller	Plaza B/C
8:45 - 10:10	Workshops Part 1 (Pre-Assigned)		
	Maximizing Center Profitability: Strategies for Success	Mike Miller Kim Malandrino	Trinity
	Ensuring Excellence: Mastering Program Standardization and Maximizing Outcomes	Rebecca Jackson	Preston
	Crafting the Ultimate Customer Journey: From Lead to Loyalty	Rachelle Chiasson	Plaza B/C
	Mindset Behavior Training for Effective Communication	Kerri Krajewski Katie Morton	Pegasus A/B
10:10 - 10:20	BREAK		Plaza A Foyer
10:30 - 11:30	The Future of Brain Health & Performance	Jennifer Zientz Dir. of Programs, Head of Clinical Services Center for Brain Health	Plaza B/C
11:35 - 12:45	Workshops Part 2		Same Rooms as Part 1
12:45 - 1:45	LUNCH		Plaza A
1:45 - 2:40	Workshops Part 3		Same Rooms as Part 1
2:45 - 2:55	Vendor Spotlight #1	Ignite	Plaza B/C
2:55 - 4:05	Center Spotlight Roundtables	Multiple Facilitators	Plaza B/C
4:05 - 4:25	BREAK		Plaza A Foyer
4:25 - 4:55	Brain Balance Plus: A Vision for the Future	Maggie Ford	Plaza B/C
4:55 - 5:05	Vendor Spotlight # 2	High 5 Media	Plaza B/C
5:05 - 5:30	Closing Remarks	Maggie Ford	Plaza B/C



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7:00 - 8:15	Breakfast		Plaza A
8:30 - 8:40	Opening Remarks	Maggie Ford, CEO	Plaza B/C
8:40 - 8:50	Vendor Spotlight #3	FMS	Plaza B/C
8:50 - 10:25	Workshops Part 1 (Pre-Assigned)		
	Maximizing Center Profitability: Strategies for Success	Mike Miller Kim Malandrino	Trinity
	Ensuring Excellence: Mastering Program Standardization and Maximizing Outcomes	Rebecca Jackson	Preston
	Crafting the Ultimate Customer Journey: From Lead to Loyalty	Rachelle Chiasson	Plaza B/C
	Mindset Behavior Training for Effective Communication	Kerri Krajewski Katie Morton	Pegasus A/B
10:25 - 10:45	BREAK		Plaza A Foyer
10:45 - 12:00	Workshops Part 2		Same Rooms as Part 1
12:00 - 1:00	LUNCH		Plaza A
1:00 - 2:00	Workshops Part 3		Same Rooms as Part 1
2:05 - 3:05	Program Updates	Rebecca Jackson	Plaza B/C
3:05 - 3:15	Vendor Spotlight #1	Ignite	Plaza B/C
3:15 - 4:15	Marketing Update	Marketing Team	Plaza B/C
4:15 - 5:00	Closing Remarks	Maggie Ford	Plaza B/C
7:00 - 9:00	Awards Dinner		Plaza B/C
9:00 - 12:00	Closing Party		Plaza B/C