



nationwide LEARNING ACADEMY

Nationwide Learning Academy Class Descriptions

Business Services	Data and Analytics	Digital Marketing
Emerging Opportunity	Financial Services	General Marketing
In-Store Experience	Leadership/Human Capital	Member 2 Member Roundtables
Product Protection	Product Training	Service Leaders Network
Social Media	Website Management	

Business Services (listed alphabetically by course title)

Winning with Energy Star

Rick Weinberg

2/8/2022 (Tue), 8:00 AM

Climate Change, Affordability, Energy Equity and Inclusion are some of the big issues we will all be tackling in what some have started to call, 'the decisive decade ahead!' The World has established some major global climate change goals and each of us has a big opportunity to help our companies, our families, our customers and our local communities make a big contribution to address climate change while we also grow our local business and "Thrive on our own terms!"

Many other organizations will need to make big sacrifices to make their contribution to "Fight Climate Change! But Nationwide Members Have A Tremendous Opportunity Fight Climate Change, Grow Sales & Profits And Thrive On Our Own Terms Through ENERGY STAR Product Sales.

In this session we will present an engaging yet easy to understand 'beginner' level training presentation on:

What Is Climate Change?

Why do ENERGY STAR Products help fight climate change?

What training tools are available to train my staff?

What promotional tools and incentives are available to add profits through ENERGY STAR product sales?

How does it benefit my customers to buy ENERGY STAR Qualified Products?

Why and how will I make more profits and grow share with ENERGY STAR?

**Courses and/or times are subject to change. For the most up to date schedule, please view the Nationwide PrimeTime App once onsite*

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While we will keep this session at the "beginner" level, your local, state and federal government will be asking you to do more and more to decarbonize your business, address Electrification, reduce the GHGs, (Green House Gas) emissions from your business, your home and your customers home in the years ahead.

This beginner course will be like starting at "go" in the monopoly game but it will be a fast track all the way around the board. Come to this beginner course, and you will be registered to win your first \$200 with ENERGY STAR! Two Winners Per Training Session!

More Proof... EVERYBODY Wins With ENERGY STAR!

NMG Health Benefits: The New Offering from Lockton and You

Bret Boeger, Consultant, Lockton Affinity

2/5/2022 (Sat), 2:00 PM

2/7/2022 (Mon), 9:00 AM

Join us as we discuss the exciting new Healthcare benefits program for you and your employees, offered exclusively through Nationwide Marketing Group and Lockton Affinity. You don't want to miss out on this ground-breaking healthcare solution. In this session, Bret will cover all of the aspects of this insurance program and update you on what has been added since our last PrimeTime! He'll also discuss pricing, enrollment, coverages, and everything else you need to know. This program will be beneficial to you, as a business owner, as well as your team. Meet the Lockton team, and learn about the amazing benefits of this program. This solution allows you to offer healthcare coverage for all of your employees, with no administrative work on the business owner. Bret will also discuss other healthcare options that Lockton has to offer for members looking to take a different path. Lockton and Nationwide are excited to have launched this healthcare program, and to share it with you!

Data and Analytics (listed alphabetically by course title)

Creating Your Optimal Plan to Sell

Mike Manthey, Director of Field Services, NMG

2/5/2022 (Sat), 3:00 PM

2/8/2022 (Tue), 10:00 AM

Retail success often hinges on having the ideal plan to sell, right? It does, and it's never been easier to formulate a winning strategy than it is today, as a Member of Nationwide Marketing Group. Mike Manthey, who leads the group's PriMetrix team, will give you an inside look at how the Assortment Rationalization Tool, or ART for short, can help you leverage data from across the business to identify missed opportunities, margin enhancements, and a quick and clear path to a plan to sell that will have your team, your customers and your bottom line happier than ever before.

Nationwide Learning Academy Class Descriptions

Propel Your Business with PriMetrix Market

Mike Manthey, Director of Field Services, NMG

2/8/2022 (Tue), 11:00 AM

Wouldn't it be helpful to know how much and just what your competition is selling in your market? How powerful would it be to see the total addressable market opportunity around your store(s)? Today, through Nationwide's groundbreaking PriMetrix Program, that's not only possible, it's easy, on demand, and included with your group membership! In this session with PriMetrix leader Mike Manthey, you'll learn how to access these powerful reports, how they can be used to help ensure maximum performance of your existing locations, and how they can help you have unprecedented insight into new locations or markets ripe for expansion. Get hands on and "in the know" in this powerful PriMetrix session.

Digital Marketing (listed alphabetically by course title)

6 Ways to Grow Your Sales and Increase Margins

Adam Gilbert, Chief Growth Officer, RWS

2/5/2022 (Sat), 3:00 PM

Today, shoppers are online. It's a simple fact. That's why your digital strategy and e-commerce enabled website are now critical pieces of your business. However, the world of digital is ever-changing, sometimes at speeds that seem almost impossible to track. Add to that the fact there are only so many hours in the day and you've got your entire business to run and it can be a real challenge to figure out exactly where to put your focus. If this sounds familiar, make plans to join digital veteran and RWS leader Adam Gilbert as he reveals six simple steps that will allow you to position your business for success! Adam will guide you through each of these proven steps, helping you grow sales and increase margins!

Advanced Google Analytics: Enhanced Ecommerce Capabilities

Tristian Bailey, Digital Marketing Specialist III, Site on Time

Ke'shawn Barbary, Digital Marketing Specialist, Site on Time

2/7/2022 (Mon), 11:00 AM

In this session with digital specialists Tristian Bailey and Ke'shawn Barbary, the tools and features available in Google Analytics for e-commerce websites will be outlined. You'll discover how enhanced e-commerce provides detailed insight into product impressions, interactions, and sales data with tools that include shopping and purchasing behavior reporting, economic performance - including online revenue and conversion rates - as well as merchandising success and product attribution. This advanced session will take your analytics knowledge up another notch as you learn how your business can benefit from these enhanced reporting and analysis tools.

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Are You Investing Optimally in Digital?

Joe Walz, Sr. Marketing Manager, NMG

Emily Goret, Digital Advertising Advisor, NMG

2/6/2022 (Sun), 7:30 AM

2/7/2022 (Mon), 10:00 AM

Today, digital marketing is much like the temperature of the soup found in Goldilocks and the Three Bears. Except in this case, we're not talking temperature, we're talking dollars. Are you spending too little on digital advertising? Are you spending too much? Or are you spending just the right amount? Achieving the right spend in digital can well mean the difference between record-breaking success and hard, lean times for your company. Here's another question. What's your always-on budget versus your holiday or special event budget? There's a lot to unpack here, especially if you've never thought about it until now. Finding the answer, however, is what this session with digital leaders Joe Walz and Emily Goret is all about! They, along with their teams, are dedicated to providing you with the path to the right answer, and they're here to help you think these important decisions through. Join Joe and Emily as they walk through the process of deciding how much you need to be spending on your advertising, as well as identifying the right times to do it!

Chatterbox Interactive

Jennifer Danko, SVP Omnichannel Technology, NMG

Andres Lopez, Customer Account Manager, RWS

2/5/2022 (Sat), 4:00 PM

2/7/2022 (Mon), 8:00 AM

Have you seen the latest data on chat? For savvy retailers, chat is a must-have part of today's website strategy. Chatterbox is the only chat platform designed specifically for our industry, and the results since launch have been spectacular for retailers who are leveraging this tool. The Chatterbox Interactive session, led by digital maven Jennifer Danko and chat specialist Andres Lopez, will give you hands-on experience with Chatterbox. No only with Jennifer and Andres discuss chat best practices, you'll have an opportunity to use them firsthand in the application. There are different communications strategies and tips to converting customers from a chat session to an online or in-store sale. You'll also see real world examples of chat conversations that show where shoppers are in their purchase journey. You'll be able to see how impactful chat conversations can be for shoppers all along the path to purchase. Finally, you'll see how powerful chat can be as a strategy for your business, and leave with the tools and insights to begin building your own successful chat team!

Cookies are Leaving, Digital Marketing Is NOT!

John Rollo, Digital Marketing Specialist, Site on Time

Tristian Bailey, Digital Marketing Specialist III, Site on Time

2/7/2022 (Mon), 10:00 AM

Would you like to future-proof your website and digital marketing accounts? Of course. Privacy is a hot button with most of today's shoppers, and companies like Google and Facebook are making new regulations on how advertisers and websites in general can collect shopper data. In this session with Google Ads experts John Rollo and Tristian Bailey,

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you'll learn how the new challenges can represent opportunities as Google and Facebook move towards a more privacy-first web. John and Tristian will cover the current developments in web privacy and will explore the effects of each these shifts. The session will finish with a step-by-step checklist that you'll be able to leverage to ensure your website and advertising platforms are set up to handle and maximize opportunities around these changes.

Debunking Digital Marketing Misconceptions

Tristian Bailey, Digital Marketing Specialist III, Site on Time

2/5/2022 (Sat), 3:00 PM

2/8/2022 (Tue), 8:00 AM

Tristian Bailey is a Digital Marketing Specialist at Site On Time, where she creates and manages Google Ads Accounts including campaign creation, budget management, and ad optimization. Tristian's background includes a Bachelor of Business Administration, Master of Business Administration, and 4+ years of marketing. Outside of the office, Tristian enjoys reading, soccer games, spending time with friends and family, and playing with puppy dogs. She has two fur children, Princess Leia (one very loveable puppy dog) and Maui (a very fluffy kitty cat).

Digital Marketing: Case Studies of Success Across the Shopper Journey

Beth McKeithen,

2/7/2022 (Mon), 10:00 AM

Session Details Coming Soon!

Don't Lose Shoppers You've Never Met: The Keys to Reputation Management

Adam Gilbert, Chief Growth Officer, RWS

2/5/2022 (Sat), 4:00 PM

2/8/2022 (Tue), 8:00 AM

Imagine shoppers crossing you off their list of potential businesses to visit before they've ever met you or your team. Before they've ever interacted with your business. Sadly, this happens across independent retail every single day, and many businesses are completely unaware. Why are these shoppers eliminating these retailers from their consideration? It's all about reputation. Today, online reviews dominate the reputation space, as shoppers are just a few clicks away from a portfolio of reviews from folks just like them. Of course, this pendulum swings both ways. Earn and maintain a positive reputation and you'll attract more shoppers. Allow your reputation to slip into the negative, and you'll be dealing with a powerful shopper repellent. How, then, can a leader in today's retail world ensure their team's reputation is winning? That's what this session with digital leader Adam Gilbert reveals. Adam will share simple steps you can utilize to keep your reputation in great shape and do so in less time than you think. Plus, you'll learn how managing your reputation can drive more traffic, instill confidence in shoppers, and help you win more business.

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Google Ads FAQ

Tristian Bailey, Digital Marketing Specialist III, Site on Time

Ke'shawn Barbary, Digital Marketing Specialist, Site on Time

2/6/2022 (Sun), 7:30 AM

2/8/2022 (Tue), 9:00 AM

We know you have questions about Google Ads. Nearly every business owner does. Think about it. How does location targeting work? What's the best budget for your business? Should you limit your digital ads to certain times and days? There's so many more, and like all areas of business, getting the right answers is important. In this advanced session, Site On Time Digital marketing specialists Tristian Bailey and Ke'shawn Barbary will answer all your Google Ad questions! Come prepared with most pressing Google Ad questions and ready to understand this powerful platform like never before.

Hip or Hype - Digital Trends

Nancy Robinson Maguire, Sales and Vendor Specialist, Site on Time

2/7/2022 (Mon), 7:00 AM

2/8/2022 (Tue), 10:00 AM

Does the rapid pace of change in digital have you scratching your head? If so, you're not alone! The constant barrage of new and emerging technologies offered as the "game changer" for your business make confusion hard to avoid. In this session with digital marketing veteran Nancy Robinson McGuire, you'll find an exploration of the latest digital trends and an inside look at important innovations, including Ai, voice search, and digital showrooms. The best technologies that offer substantial value with competitive advantages will earn our "hip" awards. We'll also identify technologies that are too early for investment, offer only small, incremental benefits or are at too high of a cost as we place those on our "hype" list. This session will be both fun and fast paced, and will help you separate the hot air from the real value in today's digital marketing!

Today's Shopper Expectations: Personalization is Key and WebFronts Level 4 Helps You Deliver!

Genna Majuta, CEO, RWS

2/7/2022 (Mon), 9:00 AM

Shoppers expect more today than ever before; a good website, positive reputation and friendly staff aren't enough anymore to knock the socks off the modern consumer. They want to buy from businesses that know who they are, what they want and how they want to be served. This demand for personalization is here to stay, but it can be hard to execute on because it requires a wealth of data and technology – 2 things that aren't easy to come by for most independent retailers. The good news is Nationwide has gathered the right tools to enable your personalization strategy and help you win more business. Learn how WebFronts Level 4 can empower you and your team to get to know your shoppers so you can meet their increasingly high expectations and wow them across their unique journey.

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Where'd You Come From? Attribution and Attribution Models with Google Ads

John Rollo

2/8/2022 (Tue), 10:00 AM

Every marketer has long wished they could fully understand where along the path to purchase a shopper chose their company, right? Sure! Today, if done right, you can begin to paint that picture for your own company! In this session, Google Ads expert John Rollo will explain what conversion attribution is and what attribution models are available in Google Ads. He'll also cover what conversion attribution is in general, including a brief overview, as well as examining why differences between attribution models are important, how they affect Google Ads machine learning, and more. Finally, you'll leave armed with the best practices for choosing your own attribution model so you can begin to really understand where you captured the shopper!

Emerging Opportunity (listed alphabetically by course title)

Beko Appliances - Emerging Opportunity

Beko Training Team

2/7/2022 (Mon), 10:00 AM

Session Details Coming Soon!

D&H Distribution - Emerging Opportunity

D&H Team

2/6/2022 (Tue), 3:00 PM

Session Details Coming Soon!

Increase Profits Selling DirecTV and AT&T Services

Kurt Whiton, Senior Sales Manager, DirecTV

Akshay Saxena, Director, DSI

2/8/2022 (Sun), 8:00 AM

Learn how to increase profits with zero investment, while serving your customers on your terms. Partner with a Fortune 500 company (DIRECTV), leveraging our marketing strategy to increase traffic to your store.

Element Appliance - Emerging Opportunity

Element Training Team

2/7/2022 (Mon), 11:00 AM

Session Details Coming Soon!

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Intmar Distribution - Emerging Opportunity

Intmar Team

2/8/2022 (Tue), 9:00 AM

Session Details Coming Soon!

TBI - Emerging Opportunity

TBI Team

2/6/2022 (Sun), 4:00 PM

Session Details Coming Soon!

What is Smart Home? Why Choose Vivint as the Provider? How Do You Sell It?

Rick Bassett, Director, Enterprise Sales

2/8/2022 (Tue), 10:00 AM

In this session with Vivint's Rick Bassett, attendees will explore Smart Home through three key questions. First, you'll learn what the smart home really is, the problem it is solving for, the products and services that fill those needs, and why this industry is growing so fast. Next, you'll learn about Vivint as the right partner. You'll hear about the company's size and expected growth, their product suite, and their commission structure through DSI. Finally, you'll learn how to sell Smart Home. Learn the what, how and why behind smart home security, as well as the use cases for these products and services for all types of demographics.

Financial Services (listed alphabetically by course title)

A Necessary Evil - Credit Card Processing

Megann McDaniel, Director, Financial Services, NMG

2/7/2022 (Mon), 7:00 AM

2/8/2022 (Tue), 9:00 AM

Today's shoppers have all but abandoned cash. Most rely on the plastic or metal cards in their wallet to pay for everything from a soda to a new refrigerator, mattress or giant television. Some have moved beyond, and their smartphones have become their payment method of choice. Regardless, successful retailing in today's world means we're going to process a lot of credit card transactions. It's the necessary evil of completing a high percentage of our transactions. So, what's the least painful, most profitable way to make it happen? If the answer peaks your interest, this session is one you'll want to attend. Financial services expert Megann McDaniel will be joined by executives from each of your group's credit card processing providers for an interactive panel discussion. Addressed will be the benefits of your exclusive programs, online payments, touchless transactions, and newer payment methods like Apple Pay. The panel will break down topics like interchange rates, chargebacks, delayed deliveries and fraud. This session will also

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allow you to get to know these key leaders and learn more about how your business can turn the necessary evil of credit card processing into an opportunity to gain and retain customers and reduce your credit card processing expenses.

Synchrony Tools: Digital. Effective. Built for your business.

Axel Malave, VP, Client Leader, Synchrony

2/7/2022 (Mon), 8:00 AM

In this session with Synchrony veteran Axel Malave, discover easy-to-use contactless solutions that represent a win for the retailer and their shoppers. These solutions make it easier than ever for those shoppers to acquire products they need for their homes. Axel will also review Synchrony's suite of services, each designed to drive more applications and volume into your store!

The Digital Difference: Understanding Your Digital Processing Options Through Wells Fargo Retail Services

Christy Aloise, Sales Development, Wells Fargo Retail Services

2/7/2022 (Mon), 8:00 AM

In today's ever changing retail landscape, it's important to continue building your tool set to meet the evolving demands of customers. In this session, spend some time with Wells Fargo to talk about one of the best tools available - your ability to offer financing! Learn about all of the digital capabilities offered that will ensure the best customer experience while simplifying the program for you!

General Marketing (listed alphabetically by course title)

The Power of PR

Amy Croom, Director, PR and Communications, NMG

2/5/2022 (Sat), 3:00 PM

Everybody has a story to tell. The challenge is in recognizing what your story is and sharing it in ways that can maximize its reach. This introductory course will help you do just that by highlighting the fundamentals of great public relations.

Some of the topics we'll discuss will include:

- Earned media vs. paid media
- Understanding what items are newsworthy and will attract the attention of a reporter
- The inverted pyramid: what it is and how you can use it to write a press release
- Good quotes vs. GREAT quotes
- The difference between a press release, a pitch and a media advisory - and when to use each one
- How to create a media list
- All the places you can share your press release
- Tips and tricks to help you ace an interview

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Crisis or Opportunity

Zach Moore, Member Marketing Manager

Andrew Schlessler, Mattman, Sweet Dreams Mattress

2/8/2022 (Tue), 11:00 PM

Attendees in this fun and one-of-a-kind session are in for a treat! As a participant, you'll will break off into small groups where a challenging situation will be presented. You'll work with those in your group to brainstorm potential solutions and create a plan on how to survive or be successful. At the end, groups will share their solutions with the full room to receive questions, feedback and further discussion. Here's an example: A new store is opening in your market next week, and they sell a similar product line as your store. You've been in business many years and feel that you've got a loyal customer base in the community. However, you've seen some recent losses and have started to notice shoppers comparing your in-store pricing with online retailers. How will you respond to the new physical competitor and increasing online competition?

In-Store Experience (listed alphabetically by course title)

Bridging the Gap: Connecting Your Online and In-Store Experiences.

Mike Whitaker, GM, Nationwide PrimeMedia

Neely Carter, Business Services Coordinator, NMG

2/7/2022 (Mon), 8:00 AM

Today's shopper starts online. However, the vast majority of durable goods are still purchased in store. Now, that can be great news, unless, as the shopper proceeds through their path to purchase, they find a disconnect. Disconnections in the experience frequently lead to lost opportunities and lost sales. Shoppers are looking for a seamless experience from the first time they interact with a business to the completion of their purchase experience. So, here's the question. Does your online experience, all the great bells and whistles of your website, the amazingly clean visuals of your product pages, the wealth of information, right there on your site, about each product you sell carry over into the experience a shopper finds in-store? It's not an easy task. However, with two simple tools, you can make monumental progress in bridging the gap from online to in-store. We're past the days of in-store digital tools being a thing of the future, cutting edge, or the next big thing. Today, these are simply table stakes to succeed in retail. Join retail veteran Mike Whitaker and business services expert Neely Carter for an exciting session that will show you how modest investments can lead to massive returns as you ramp up your showroom to have the same impact, information and interactivity your website is telling shoppers they can expect when they visit your store. If you want to swap pennies for dollars, this session is a perfect fit.

Parties and Invitations; The Importance of the In-Store Experience

Mike Whitaker, GM, Nationwide PrimeMedia

2/5/2022 (Sat), 2:00 PM

2/6/2022 (Sun), 4:00 PM

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We all love a great party. However, things get pretty strange if the invitation and party aren't aligned. Imagine being invited to a black tie event, only to arrive and realize it's actually a casual get together with a beer pong table. Not the most comfortable situation! Sadly, something similar unfolds every day at retail locations across the country. Today, we know virtually every shopper will interact with our businesses online before they make an in-person visit. They're exposed to our brand through our website, our marketing efforts, our social media, our reviews, and many other touchpoint. Those experiences lead to store visits, and when today's shopper arrives, they've got a clear expectation of who and what we are. In short, we invited them, and they expect the experience to match the invitation. Ask yourself, "Does the experience I provide online match the one I provide in-store?" It's not an easy question to answer, but this session with retail expert Mike Whitaker will help you find the answer! Discover what today's shoppers find most engaging, what small details you can't afford to overlook, and how you can bridge the gap between your online and in-store experiences to turn more shoppers into loyal customers for your business.

Unlock Your In-Store Experience with Digital Signage - The Most Affordable Makeover EVER

Mike Whitaker, GM, Nationwide PrimeMedia

Kevin Bryant, Director, Post Production, Nationwide PrimeMedia

2/5/2022 (Sat), 3:00 PM

2/6/2022 (Sun), 3:00 PM

There are few actions that enhance the in-store experience like a store makeover. Only one problem... those are really, really expensive. If you have a six or seven figure budget laying around, by all means, tear out some walls, put in new flooring, and don't forget to install a wine or coffee bar! Now, if you're like the rest of us, and a large budget store makeover isn't in the plans this year, you still need to think about enhancing your in-store experience. Engaging shoppers and standing out from the competition. And, thanks to Nationwide's exclusive MediaSign TV, you can do that for about the price of your daily cup of coffee, latte, or rainbow colored frappachino with the extra whipped cream. What is MediaSign TV? We're glad you asked. MediaSign TV is a digital signage network, powered by Nationwide, that allows you to use the power of video to educate your shoppers, validate your team's suggestions, and elevate your store's appearance exponentially. Imagine a silent salesperson, always at the ready, making sure shoppers don't miss a thing. And, thanks to investments from your group, you can do it all in the most affordable manner possible, all designed specifically to retail in your categories! If you've ever wished your showroom had a little more "pop", a touch of "zing" or a whisper of "wow", join veteran retail leader Mike Whitaker and video expert Kevin Bryant for this highly interactive, guaranteed entertaining, and very informative session. You'll laugh, you'll be amazed, and you'll leave with a plan for a showroom transformation so much more affordable than you ever imagined possible! Plus... there's prizes. And a special, super-secret deal, only available to those who attend this session!

Leadership/Human Capital (listed alphabetically by course title)

Be Well Intentionally; The Keys to Your Wellness in the Workplace

Kris Kuester, Director, People Development and Learning, NMG

2/7/2022 (Mon), 10:00 AM

2/8/2022 (Tue), 11:00 AM

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Business is busy. Today, perhaps more than ever, leaders in the independent channel are working longer hours, facing unprecedented challenges, and, in many cases, finding success they'd only dared to imagine. However, in the middle of all this stress and a seemingly never-ending to-do list, those same leaders don't make time for self care. They put self last, and prioritize taking care of others. Now, caring for others is admirable, to be sure, and a needed item of focus for leaders, you must realize your emotional and physical tank is only so big. If you don't have safeguards in place for self care, you're taking an enormous risk to not only your own wellness but also to your team's wellness. Join culture and human capital expert Kris Kuester as he explores paths to increase your wellness and health and to boost your ability to care for others by also caring for yourself.

How Well Do You Know Me?

Mike Whitaker, GM, Nationwide PrimeMedia

Kris Kuester, Director, People Development and Learning, NMG

2/8/2022 (Tue), 8:00 AM

How well do you know your team members? Not their performance numbers, not last month's sales volume, and not who can outlift everyone on the delivery team. How well do you know them as people? As individuals? How well do you know their stories?

Now, some leaders will read the questions above and immediately reply, "Why would I care?". Those leaders, sadly, have very little potential to win unless their attitude shifts dramatically. And fast. Today, we operate in a job market that's slanted to the advantage of the candidate more than ever before. The top talent in your market has the leverage to very carefully select where they work, and they're looking for a company that aligns with their values, that sees them as more than an employee, and a place where they have autonomy, can achieve mastery, and most importantly, where they have purpose. That's a lot to make possible, right? It sure is. Not sure where to start? How about right here, with culture expert Kris Kuester and veteran retail leader Mike Whitaker? This dynamic duo will take you on a journey into the stories that matter, the impact you can achieve inside your business when you engage, and the most frequently overlooked key to your success as a leader. Gather around the campfire and take a look at just how powerful the stories of your people, the story of your business, and the magical intersection where they meet can be.

I've Got Your Six... How to Create a Team of Overachievers

Kris Kuester, Director, People Development and Learning, NMG

2/5/2022 (Sat), 4:00 PM

2/6/2022 (Mon), 4:00 AM

Simple fact: the more overachievers you have on your team, the higher your chances are of winning. Understanding that is the easy part. The challenge is in finding those overachievers. Far too often, leaders get stuck in the idea of finding those people, and spend far too little time on the concept of developing overachievement within their current team. In this session with culture expert Kris Kuester, you'll gain a new perspective on how this is done, all centered around the iconic military phrase, "I've got your six". You'll learn how this phrase, and more importantly, the meaning of the phrase and the emotional connection it creates can help you inspire your team to reach new heights, out distance their own expectations, and help you take your success to new levels.

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Live Guitars! - What music taught me about Business

Kris Kuester, Director, People Development and Learning, NMG

Doug Marsh, Content Director, NMG

2/7/2022 (Mon), 7:00 AM

2/8/2022 (Tue), 10:00 AM

From the time we're babies, music plays a huge part in our lives. Music is all around us, from the grocery store to our favorite summer concert, to the latest hits streaming through our phones. Music is so ever-present, yet we rarely, if ever, think about what it takes to put a piece of music together. Now, it can be as simple as a single noisemaker or as robust as a 100-piece orchestra. The art of music has so many principals to showcase! It's a lot like business. In this lively session with Kris Kuester, Doug Marsh, and yes, their guitars, you'll see how music can showcase everything from trust and teamwork to leadership and improved self-esteem. Confidence comes into play, as does a sense of purpose and mastery. Through it all, you'll see how we can all become more effective leaders and team members through the same basic musical principals. Oh, and there's a great chance you'll be singing along before you leave.

Self-Reflection and Big Accomplishment

Kelley Kenner-Patridge, VP, Chief People Officer, NMG

Kris Kuester, Director, People Development and Learning, NMG

2/6/2022 (Sun), 7:30 AM

2/8/2022 (Tue), 9:00 AM

It's a proven fact that self-reflection leads to better motivation. It may be hard to believe, but an investment of just five minutes per day to review and leverage deep thought by reflecting on the days result and what's ahead can move you from overwhelmed to empowered! This simple, but effective habit can increase your joy, motivation, productivity and creativity at work and at home. Join HR expert Kelley Kenner-Patridge and culture veteran Kris Kuester as they team up to show you the "how to" and best practices that will allow you to leverage this powerful and often-overlooked tool!

Top Talent - Hiring and Retaining the Best!

Mike Whitaker, GM, Nationwide PrimeMedia

2/5/2022 (Sat), 4:00 PM

2/6/2022 (Sun), 1:00 PM

The challenges of finding workers to fill open positions has dominated the business headlines since the outbreak of the pandemic. However, in the independent channel, dealers have cited the struggle to find and retain highly talented team members as their top challenge for many, many years. Are you tired of onboarding average to below-average new hires, only to see them leave in a matter of weeks or months? Don't you wish you had more top performers who choose to make a career with your company and drive their own and the company's success to new heights? If so, that's what this session with retail leadership expert Mike Whitaker is all about. In this high-energy session, you'll quickly catch up on the current forces at work in the talent pool, the factors that matter, and what has and hasn't changed in the past year. You'll leave armed with new insights, fresh findings from the front line, and a clear plan - on paper - to unlock your company's potential to assemble an all-star team in all areas of your business. Now, it's not going to happen fast or easy, but once you've seen the potential inside your company, you'll leave knowing the time and effort you're about to

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put into people will be your best investment of 2022 and far beyond.

What is My Purpose? Discover the Key to Performance and Productivity!

Kris Kuester, Director, People Development and Learning, NMG

2/5/2022 (Sat), 2:00 PM

2/7/2022 (Mon), 9:00 AM

Purpose is everything when it comes to unlocking the key to your team's success or failure. For many leaders, finding the keys to unlock this potential proves to be a major challenge. While finding each team member's purpose may sound simple, it's anything but easy, especially if you have no training in the field. However, there are proven methods that allows this difficult task become firmly doable! If you realize the universal truth that team members don't buy into organizational goals and directives until those team members understand their individual purpose. If you're ready to start this important journey, join culture expert Kris Kuester on a fascinating dive into the power of finding your purpose and the purpose of every team member in your organization.

Member 2 Member Roundtables (listed alphabetically by course title)

Appliance Service Roundtable

Moderated by Mark Pollitz, Ron Romero

2/7/2022 (Mon), 10:00 AM

Delivery and Installation Roundtable

Moderated by Dean Hanby

2/5/2022 (Sat), 4:00 PM

Digital Marketing Roundtable

Moderated by Jennifer Danko, Genna Majuta

2/6/2022 (Mon), 4:00 PM

Human Resources Roundtable

Moderated by Kelley Kenner-Patridge, Kris Kuester

2/5/2022 (Sat), 3:00 PM

Recruiting and Hiring Roundtable

Moderated by Kelley Kenner-Patridge, Kris Kuester

2/7/2022 (Mon), 8:00 AM

Nationwide Learning Academy Class Descriptions

Social Media Roundtable

Moderated by Jill Vonier, Doug Marsh

2/7/2022 (Mon), 11:00 AM

Website Management Roundtable

Moderated by Jennifer Danko, Jodie Pierce

2/6/2022 (Sun), 3:00 PM

Product Protection (listed alphabetically by course title)

A Case Study in Product Protection Success

Chad Burris, Director of Product Protection, NMG

2/8/2022 (Sun), 9:00 AM

The data is clear that the most successful retailers in the independent channel offer protection plans, but just as clearly, their levels of success is widely varied. What do those who achieve high levels of success with product protection have in common? Here's a hint - it's not their size, geographic location, market demographics, product categories, or any other factor so easily suggested. Instead, it's a single common thread - an unwavering commitment to a winning strategy! In this session with veteran product protection expert Chad Burris, you'll find a deep dive into how successful companies set-up and operate their protection plan programs. Leave with fresh ideas, proven best practices, and a renewed commitment to take your own product protection success to new heights.

Furniture Protection Plan Success - The Dealers Who WIN!

Dan Miller, Regional Sales Manager, Guardsman

2/7/2022 (Mon), 7:00 AM

2/7/2022 (Mon), 11:00 AM

Effectively offering - and selling - furniture protection plans is an often overlooked source of income for retailers. Many dealers admit to underperforming in the category. Others, though exceeding industry averages, readily agree that the opportunity for growth is still immense. In this session, furniture protection plan veteran Dan Miller will guide you on an inside look at the habits of the most successful retailers in the furniture product protection category. You're sure to pick up some tips and best practices that will arm you to elevate your game in this highly profitable category, all while taking your level of customer satisfaction to new heights!

Nationwide Learning Academy Class Descriptions

Product Protection: Meet Shoppers Where They ARE, Not Where You Wish They Were!

Chad Burris

2/5/2022 (Sat), 4:00 PM

Let's be honest. Customers are weird, right? They don't make logical choices all the time, and they behave in ways that simply don't make sense. It happens all across the shopper's journey, and it doesn't stop when they've selected a product to purchase and an agreement has been reached. It continues - often more unpredictable than ever - when they're faced with the decision to add protection plans. In this session with industry leader Chad Burris, you'll get to explore why shoppers behave the way they do when it comes time to consider product protection. When the session wraps up, you'll understand how to identify where the shopper is and how you can meet them in that specific place. Additionally, you'll better understand how to help them make their decision, even as illogical as the path may be.

Product Training (listed alphabetically by course title)

Ashley Product Training

Ashley Training Team

2/5/2022 (Sat), 3:00 PM

Session Details Coming Soon!

Bosch Product Training (Luxury)

Bosch Training Team

2/6/2022 (Sun), 2:00 PM

Session Details Coming Soon!

Cooking Up Innovation with Frigidaire! (Electrolux)

Electrolux Training Team

2/6/2022 (Sun), 1:00 PM

Come experience Frigidaire's best-ever cooking products with a dynamic presentation showcasing all of the taste innovations we're bringing to the market. Come hungry and learn about our the new steam bake and slow cook modes! You'll also get a live view of our Springfield, TN factory and get a world-exclusive first look at our new ranges!

Fresh Obsessed: All Things Frigidaire Refrigeration (Electrolux)

2/6/2022 (Sun), 2:00 PM

Frigidaire is proud to introduce you to our new lineup of multidoor refrigerators! Come see our expanded lineup and learn how we're keep food fresher longer and putting innovative solutions within reach for consumers.

Nationwide Learning Academy Class Descriptions

Best In Clean & Care: Electrolux Front Load Laundry (Electrolux)

2/6/2022 (Sun), 3:00 PM

Electrolux invites you to experience the BEST in Clean & Care! Come see the innovation behind our award-winning Electrolux Front Load Laundry's amazing cleaning and drying performance with interactive demos and a live look at our Expert Clean Lab!

Keeping it New in the Kitchen (GE Appliances)

Aaron Jahn, Senior Commercial Trainer, GE

2/6/2022 (Sun), 2:00 PM

Participants in this exciting session from GE Appliances will learn about Café refrigeration, be introduced to a new Café Dishwasher Drawer, and will learn how cooking products are improving with over-the-air updates that will surprise and delight consumers.

New Top Load and Front Load Laundry Products (GE Appliances)

Aaron Jahn, Senior Commercial Trainer, GE

2/6/2022 (Sun), 3:00 PM

Participants in this exciting session from GE Appliances will learn about new offerings in laundry products. This will include a focus on innovation and smarter cleaning with new GE Profile top load and front load products and new Hotpoint front load units.

Winning with Monogram (GE Appliances)

Aaron Jahn, Senior Commercial Trainer, GE

2/6/2022 (Sun), 1:00 PM

Attendees in this exciting session from Monogram Appliances will learn about new Monogram products, including new column refrigeration, built-in wall ovens, and the professional-style ranges

Hisense Product Training

Hisense Training Team

2/6/2022 (Sun), 4:00 PM

Session Details Coming Soon!

Unleash the Power of LG Refrigeration and Cooking for your Business!

Michael G Pecht, Sales Director, Regional Sales, LG Home Appliances

Peter Vossler, Senior Product Trainer, LG Home Appliances

2/6/2022 (Sun), 2:00 PM

Nationwide Learning Academy Class Descriptions

LG has a long track record of bringing Industry Innovations to the Home Appliance Industry ... LG is set to WIN with Nationwide Members in Refrigeration and Cooking in 2022 ... Here is your chance to see and bring LG's "Best and Only" product lines and merchandising plans to life on your sales floor.

LG is Driving Record Success with Nationwide Members in Laundry and Dishwashers with Exciting New Offerings!

Michael G Pechtel, Sales Director, Regional Sales, LG Home Appliances

Peter Vossler, Senior Product Trainer, LG Home Appliances

2/6/2022 (Sun), 3:00 PM

This dynamic session from LG Home Appliances is your chance to see first-hand LG's all-new and advanced lineup of Top Load Laundry! The session will focus on unique tips and tricks to merchandising LG through our "Best and Only" innovations across both laundry and dishwashing!

Increase Your Average Order Value with Complete Sleep Systems (Malouf)

Jesse Gibbs, District Sales Manager, Malouf

Ashlee Willes, Brand Manager, Malouf

2/7/2022 (Sun), 11:00 AM

Are you seeing foot traffic down in your store? Are you short on space but want to display a more comprehensive sleep offering for your customers? In this course, we will discuss how you can raise your average order value by offering complete sleep systems to your customers. And you can do it without requiring additional floor space. Join us to discover how to grow this key segment of your business.

The Latest in Innovation & Design at Samsung (Samsung)

Sam Zhang, National Trainer, Samsung Home Appliances

2/6/2022 (Sun), 1:00 PM

Join Samsung's Sam Zhang for a fun and informative overview of Samsung's latest range of home appliances.

Samsung Consumer Electronics Product Training

Samsung Training Team

2/6/2022 (Sun), 1:00 PM

Session Details Coming Soon!

Sell More Beds and Make More Profit! Exciting New Products and Programs (SSB)

Adam Allen, Manager, Channel Marketing, SSB

2/6/2022 (Sun), 4:00 PM

Nationwide Learning Academy Class Descriptions

2022 will be a year of breakthrough growth for SSB and our valued Nationwide retail partners. SSB is uniquely positioned for success with strong product offerings like Serta Arctic which is taking the bedding world by storm, incredible values in the promotional space with our first ever Serta branded private label collection. SSB will also be launching an all new Beautyrest Black collection that is sure to take luxury bedding to new heights in 2022.

Speed Queen Product Training

Speed Queen Training Team

2/6/2022 (Sun), 2:00 PM

Session Details Coming Soon!

Sealy Posturpedic Plus Foam & Hybrid (TSI)

Natalie Flores, National Sales Training Content Manager

Jorge Pulido, Senior National Sales Trainer

2/6/2022 (Sun), 4:00 PM

This session will welcome you into the Sealy brand. You will be introduced to our highly anticipated Posturepedic Plus Foam & Hybrid Collections, as well as our new base, Ease 4.0. Time will be allotted for a Q&A at the end of this session.

Crisp Now, Dish Later: Cooking & Dishwashers with Whirlpool Corporation

Whirlpool Training Team

2/6/2022 (Sun), 1:00 PM

Have you heard of Air Frying? Of course, you have! Come learn how Whirlpool Corporation is incorporating this popular cooking style directly into our new range lineup! During this engaging culinary session, we will also showcase Whirlpool, Maytag, and KitchenAid brand's latest cooking innovation, then we can't forget about the industry-exclusive features in our dishwasher lineup.

From Chore to Choice: Whirlpool & Maytag Laundry

Whirlpool Training Team

2/6/2022 (Sun), 2:00 PM

Agitator or impeller ...that **was** the question. Now, with Whirlpool Corporation, you can offer your customers both in one unit! Learn more about the Whirlpool brand's newest laundry innovation with the 2 in 1 removable agitator, plus our extra powerful Maytag laundry pairs bringing major cleaning muscle to your customers' homes.

Nationwide Learning Academy Class Descriptions

Give it a Whirl: Plan to Sell Models & Whirlpool Portal Highlights

Whirlpool Training Team

2/6/2022 (Sun), 3:00 PM

Quick highlights of Whirlpool models & review new changes to the Whirlpool portal

Service Leaders Network (listed alphabetically by course title)

1,000 Opportunities for Technician Training

Trevor Souers, Executive Director, Marcone Supply

Jeff Diamond, Vice President, Marcone Supply

2/8/2022 (Tue), 10:00 AM

Marcone Servicers Association houses over 1,000 training videos, technical manuals, and other technical resources. MSA Trainers provide technical assistance to NMG Service Leaders Network Members. See a demonstration on how to navigate the many resources that have been built over 25 years. Learn about the NMG/Service Leaders Network discount for Members.

From Novice to Technician in a Matter of Weeks

Scott Brown, Dean of Appliance Repair, Master Samurai Tech

Susan Brown, Dean of Students, Master Samurai Tech

2/8/2022 (Tue), 11:00 AM

It's hard to fix an appliance if you never knew how it worked in the first place. This inside-out approach to training is the only one of its kind and the only one guaranteed to take you from a novice to a true appliance repair technician. Master Samurai Academy is an online appliance training program that teaches complete mastery of the trade. Knowledge is power — power to make your job easier and more profitable. Applianceology is a fully featured Technician resource that offers, training videos, service manuals, training videos, technical assistance.

They also facilitate a live national chat forum for technical discussions, questions and answers from hundreds of Technician peers. See the demonstration of Applianceology, a major technical resource for all skill levels of Technicians and learn about the NMG/ Service Leaders Network discount for Members.

Growing & Recruiting Technicians In Your Community

Greg Doster, National Chairman, Skills USA

Mark Pollitz, Director, Service, NMG

2/7/2022 (Mon), 1:00 PM

Servicing dealers and service companies have long faced the challenge of finding and recruiting technicians. The reason? Trained service techs are in short supply. That's why Nationwide's Service Leaders Network partnered with Skills USA to launch and support appliance technician training programs in schools across the country. In this session with industry

Nationwide Learning Academy Class Descriptions

leaders Greg Doster and Mark Pollitz, you'll learn what resources and support SkillsUSA can offer a school and how they can support your efforts to start an appliance technician training program. You'll leave armed with practical steps you can leverage to start a program in your community.

Negotiating Appliance Manufacturer Warranty Rates

Mark Pollitz, Director, Service, NMG

2/8/2022 (Tue), 9:00 AM

If you're a dealer in the appliance service business, ask yourself a simple question: are you making or losing money running warranty service calls? The success and sustainability of your service business depends on being profitable in all aspects of service. In this session with veteran service leader Mark Pollitz, you'll have an opportunity to dive into a proven path to negotiate warranty rates with your partnered manufacturers. You'll learn the methodology manufacturers use to establish your rates, as well as the rate you should be requesting. Further, you'll learn how to justify your requested rates, and how to present this to your partners. Finally, you'll leave with a functional understanding of how your rates are ultimately determined, delivered directly from experience as a former factory field service manager. In short, if you're a servicing dealer, you can't afford to miss this powerful session!

Service Leaders Network Performance Group

Ron Romero

2/7/2022 (Mon), 3:00 PM

Session Details Coming Soon!

Technician Shortage in America: Where Do We Go From Here?

Mark Pollitz, Director, Service, NMG

2/7/2022 (Mon), 2:00 PM

This session will feature multiple major manufacturers, all joining together in an interactive panel to discuss the future of the appliance service industry. The topic will be what are manufacturers doing to create and support the training and recruitment of new Technicians into the industry. Each manufacturer will share their plans and goals on increasing the technical workforce.

Social Media (listed alphabetically by course title)

Let Facebook Live Boost Your Current Promotions!

Monica Perdue, Digital Marketing Specialist, Site on Time

Doug Marsh, Content Director, NMG

2/7/2022 (Mon), 9:00 AM

Nationwide Learning Academy Class Descriptions

There's something special about content that comes to us live. It's fun to watch, it's hyper-relevant, and it's been proven to engage larger audiences through social media than any other format. However, as a marketer, are you a little scared of that whole concept of being live, in living color, with no safety net, no chance for a do-over? (If you aren't, at least when you start, something is really wrong!) How do you overcome that fear? The best way is by realizing the opportunity that Facebook Live can represent for your business. This powerful tool and format can help you connect directly with your potential customers. You'll learn how to do just that in this session, and you'll also discover how Facebook Live can be a powerful way to promote your events and promotions before, during and after they take place!

Social Media FAQ's

Monica Perdue, Digital Marketing Specialist, Site on Time

Doug Marsh, Content Director, NMG

2/7/2022 (Mon), 10:00 AM

2/8/2022 (Tue), 11:00 AM

When it comes to social media, we know you've got questions. That's what this session with social media leaders Monica Perdue from Site on Time and Doug Marsh from Nationwide is all about! In addition to tackling many of the most frequently asked questions about social media from today's independents, Monica and Doug will be prepared to take your most pressing questions. Maybe you want to know more about creating engaging content. Perhaps you're trying to decide which platforms make the most sense for your business. There's no wrong question, as long as you make sure and get the answer! Bring your list of questions and be ready to learn everything you wanted to know - even the things you were afraid to ask - about social media.

TikTok, Viral Dancing, and More Sales For Your Company

Ke'shawn Barbary, Digital Marketing Specialist, Site on Time

Doug Marsh, Content Director, NMG

2/7/2022 (Mon), 8:00 AM

TikTok is all the rage, and people are dancing around the globe. Today, TikTok is one of the fastest growing apps on the market, recently reaching one billion users. But, contrary to common belief, it isn't just Gen Z. Now, Gen Z makes up nearly 60% of TikTok's user base, but they also make up 40% of the market! And, the other 40% of TikTok users are mostly millennials, which are already recognized as an important shopper base for our industries. This booming app can no longer be ignored as an advertising platform for your business. But where do you start? Join social media leaders Ke'shawn Barbary and Doug Marsh to learn how you can harness the power of TikTok to get on trend and tap into significant markets that once seemed unreachable!

Nationwide Learning Academy Class Descriptions

Website Management (listed alphabetically by course title)

Advanced Google Analytics: Enhanced Ecommerce Capabilities

Tristian Bailey, Digital Marketing Specialist III, Site on Time

Ke'shawn Barbary, Digital Marketing Specialist, Site on Time

2/7/2022 (Mon), 11:00 AM

In this session with digital specialists Monica Perdue and Ke'shawn Barbary, the tools and features available in Google Analytics for e-commerce websites will be outlined. You'll discover how enhanced e-commerce provides detailed insight into product impressions, interactions, and sales data with tools that include shopping and purchasing behavior reporting, economic performance - including online revenue and conversion rates - as well as merchandising success and product attribution. This advanced session will take your analytics knowledge up another notch as you learn how your business can benefit from these enhanced reporting and analysis tools.

Boost Your Business with a Blog!

Rob Stott, Corporate Communications Officer, NMG

2/5/2022 (Sat), 2:00 PM

2/7/2022 (Mon), 11:00 AM

If you've been tuned into the ever-evolving conversation that is digital marketing and your digital presence, you may wonder if there are any real constants. It seems the conversation shifts as breakneck speed, sometimes changing daily! However, amidst the chaos, experts have never waived on the importance and impact of the blog. What the heck is a blog? And is it really something you, a business owner, should be spending time on? In short, for many small and medium-sized businesses that succeed online, their blog is a big part of the secret sauce. Consumers, and thus Google, place high value on original content, only found on a single website. Better still if the content is localized and relevant to the searches shoppers are conducting. In this session with communications expert and award-winning podcast host Rob Stott, you'll get an inside look at the ins and outs of how a blog can boost your business. Learn it all - from how to start a blog, to what kinds of content you should post, to the importance of showcasing your thought leadership. If you're ready to invest in your digital success on a path that's both friendly to the bank account and unique to you - this session is a can't miss!

Bridging the Gap: Connecting Your Online and In-Store Experiences.

Mike Whitaker, GM, Nationwide PrimeMedia

2/7/2022 (Mon), 8:00 AM

Today's shopper starts online. However, the vast majority of durable goods are still purchased in store. Now, that can be great news, unless, as the shopper proceeds through their path to purchase, they find a disconnect. Disconnections in the experience frequently lead to lost opportunities and lost sales. Shoppers are looking for a seamless experience from the first time they interact with a business to the completion of their purchase experience. So, here's the question. Does your online experience, all the great bells and whistles of your website, the amazingly clean visuals of your product pages, the wealth of information, right there on your site, about each product you sell carry over into the experience a shopper finds in-store? It's not an easy task. However, with two simple tools, you can make monumental progress in

Nationwide Learning Academy Class Descriptions

bridging the gap from online to in-store. We're past the days of in-store digital tools being a thing of the future, cutting edge, or the next big thing. Today, these are simply table stakes to succeed in retail. Join retail veteran Mike Whitaker and business services expert Neely Carter for an exciting session that will show you how modest investments can lead to massive returns as you ramp up your showroom to have the same impact, information and interactivity your website is telling shoppers they can expect when they visit your store. If you want to swap pennies for dollars, this session is a perfect fit.

Chatterbox Interactive

Jennifer Danko, SVP Omnichannel Technology, NMG

Andres Lopez, Customer Account Manager, RWS

2/5/2022 (Sat), 4:00 PM

2/7/2022 (Mon), 8:00 AM

Have you seen the latest data on chat? For savvy retailers, chat is a must-have part of today's website strategy. Chatterbox is the only chat platform designed specifically for our industry, and the results since launch have been spectacular for retailers who are leveraging this tool. The Chatterbox Interactive session, led by digital maven Jennifer Danko and chat specialist Andres Lopez, will give you hands-on experience with Chatterbox. Not only with Jennifer and Andres discuss chat best practices, you'll have an opportunity to use them firsthand in the application. There are different communications strategies and tips to converting customers from a chat session to an online or in-store sale. You'll also see real world examples of chat conversations that show where shoppers are in their purchase journey. You'll be able to see how impactful chat conversations can be for shoppers all along the path to purchase. Finally, you'll see how powerful chat can be as a strategy for your business, and leave with the tools and insights to begin building your own successful chat team!

Cookies are Leaving, Digital Marketing Is NOT!

John Rollo, Digital Marketing Specialist, Site on Time

Tristian Bailey, Digital Marketing Specialist III, Site on Time

2/7/2022 (Mon), 10:00 AM

Would you like to future-proof your website and digital marketing accounts? Of course. Privacy is a hot button with most of today's shoppers, and companies like Google and Facebook are making new regulations on how advertisers and websites in general can collect shopper data. In this session with Google Ads expert John Rollo, you'll learn how the new challenges can represent opportunities as Google and Facebook move towards a more privacy-first web. John will cover the current developments in web privacy and will explore the effects of each these shifts. The session will finish with a step-by-step checklist that you'll be able to leverage to ensure your website and advertising platforms are set up to handle and maximize opportunities around these changes.

The Value of Search Engine Optimizatoin (SEO)

Cyrille Aragon, Director, Digital Marketing, Site on Time

2/7/2022 (Mon), 8:00 AM

Nationwide Learning Academy Class Descriptions

Would you like to have an ever-increasing stream of organic (read: FREE) visitors coming to your website? Maybe? How about if those visitors were highly intentional shoppers, in your area, and in market for the products and services you sell? If your answer is an enthusiastic “Yes!”, this session is for you! Join Site on Time’s Cyrille Aragon for a deep dive into what search engine optimization is and how it can bring great value to your business. In a world where digital marketing success is paramount, when did you last take a look at your website and how it was performing outside paid campaigns? If the answer wasn’t today, yesterday, or at least this week, it’s time to take another look. This session will help you understand what SEO is, “black hat” versus “white hat” SEO, technical versus on-page versus off-page SEO, and finally, the best practices for this important area of your marketing strategy. Leave understanding out you can maximize your SEO opportunities to drive traffic, store visits, and sales!

Today’s Shopper Expectations: Personalization is Key and WebFronts Level 4 Helps You Deliver!

Genna Majuta, CEO, RWS

2/7/2022 (Mon), 9:00 AM

Shoppers expect more today than ever before; a good website, positive reputation and friendly staff aren’t enough anymore to knock the socks off the modern consumer. They want to buy from businesses that know who they are, what they want and how they want to be served. This demand for personalization is here to stay, but it can be hard to execute on because it requires a wealth of data and technology – 2 things that aren’t easy to come by for most independent retailers. The good news is Nationwide has gathered the right tools to enable your personalization strategy and help you win more business. Learn how WebFronts Level 4 can empower you and your team to get to know your shoppers so you can meet their increasingly high expectations and wow them across their unique journey.

WebFronts Level 4 User Meeting

Jodie Pierce, COO, RWS

2/7/2022 (Mon), 11:00 AM

If your company has a Level 4 site from WebFronts, you’re ahead of the curve in winning digital! Congratulations! It’s time to make sure you’re getting every competitive advantage the industry’s leading website can provide. In this interactive with digital expert and RWS leader Jodie Pierce, you’ll get a refreshing new take on how to maximize your WebFront Level 4. Best of all, you’ll learn how to achieve this in just twenty minutes a day! That’s right! Drive your ROI by taking advantage of everything your website can do in just twenty minutes a day! In short, if you have a WebFront Level 4, this session is a no brainer. If you don’t have a Level 4 just yet, feel free to join and discover why so many dealers are winning with WebFronts!