



OCT 7

Day 1

12:00 PM - 6:00 PM
6:00 PM - 8:00 PM

Registration Opens
Welcome Reception

OCT 8

Day 2

7:00 AM - 5:00 PM
7:00 AM - 8:00 AM
8:00 AM - 8:45 AM
8:45 AM - 9:45 AM
10:00 AM - 10:45 AM

Registration Open
Breakfast

Welcome to WPCrAM 2024!
Keynote Speaker - Bryan Klann

Sales: Powerful Pipelines: Tips, Tricks, and Best Practices

Tech: Customer Case Study: Enhanced Support

Plaimaker in Your Pocket: Leveraging Mobile CRM in the field
Lunch

11:00 AM - 11:45 AM
12:00 PM - 1:00 PM
12:15 PM - 12:30 PM
1:00 PM - 1:45 PM

Product Spark Session

Sales: Actionable Analytics: Remove the Guesswork

Tech: WPCRM Health Check: Assess, Measure, & Enhance

Panel Discussion: Sales & Marketing Synergy

2:00 PM - 2:45 PM
3:00 PM - 3:45 PM

Sponsor Session: Dotdigital

Sponsor Session: epaCUBE

WP Shark Tank Presentations

4:00PM - 4:45 PM

6:00 PM - 9:00 PM

Offsite Event at Spark Lounge

OCT 9

Day 3

7:00 AM - 8:00 AM
7:45 AM - 8:15 AM
8:15 AM - 9:15 AM
9:30 AM - 10:15 AM

Breakfast

Awards Ceremony

WP Product Roadmap

Sales: Quotes to Orders: A Comprehensive Guide to the Quoting Module

Tech: Workflows Unlocked: Optimizing Business Processes with Purpose

10:30 AM - 11:00 AM

Sponsor Session: Aldrich Web Solutions

Tech: Mastering WPCRM System Administration

AI Powered Sales: The New Era of CRM

11:15 AM - 12:00 PM

Lunch

12:00 PM - 1:00 PM

Product Spark Session

12:15 PM - 12:30 PM

Sales: Customer Case Study: Quoting

1:00 PM - 1:45 PM

Tech: Mastering WPCRM System Administration Part 2

2:00 PM - 2:45 PM

Sales: Asset Optimization: Maximizing the Service + Equipment Modules

Tech: Staying Connected: Explore WPCRM API and Suite of Integrations

3:00 PM - 3:15 PM

Closing Remarks