



Sail America is pleased to offer the industry an on-line event that focuses on helping members navigate the upcoming boat show season in the age of social distancing

Date: Tuesday, September 15, 2020

Time: 9am-12noon ET

Location: Zoom platform- TBD

Agenda:

9:00 am Welcome & Introductions- Mark Pillsbury, President

9:15 am Facilitated Roundtable- Status report from Leading show producers: what to expect for this year's boat show season

- NMMA-Jennifer Thompson, Senior Vice President of Boat & Sport Shows at NMMA
- Annapolis Boat Shows- Peter Trogon
- Ft. Lauderdale Boat Show- Invited

10:00 am Marcus Sheridan- Going Virtual: How to Evolve Your Digital Sales and Marketing to Meet the Demands of Today's Buyer

11:00 am Questions & Answers with Marcus

11:30 am Industry roundtable -- How does the industry move forward?

Noon

Thank you and adjourn