

Business Skills Customer Sessions

Tuesday, August 14 | 11:15 a.m.-12:30 p.m.

C-0142 | First-Timer's Orientation: Let's Get it Started!

New to Sage Summit? Join us for a can't-miss First-Timer's Orientation Session designed specifically for newcomers but also great for returning alumni. We will kick off with tips on how to get the most out of Sage Summit and share insider scoop that will give you an edge in planning your week. We'll also spend time taking the 'work' out of networking! After walking through the many fun, practical networking tools available, we'll get down to the business of helping you make connections with like-minded peers who share your professional background, career goals, business concerns and more. This must-attend session is a great way for you to create an exceptional, customized conference experience.

Products: General All Audiences

Tuesday, August 14 | 2 p.m.-3:15 p.m.

B-0131 | Mobility Is for Closers—Why Small Businesses Need to Go Mobile Now! —Panel

Twenty-five percent of worldwide mobile PC shipments last year were tablets according to NPD Group, which expects 75% of U.S. small and mid-sized businesses to purchase tablets in 2012. Mobility has matured from an option to a must-have. This session features a panel of small business technology experts sharing insights on how your business can rapidly incorporate mobile technology into everyday operations to increase productivity and elevate sales. Hear how your peers are incorporating mobile into their businesses and get practical tips on identifying which devices and apps are ideal for you.

Products: General All Audiences

Tuesday, August 14 | 2 p.m.-3:15 p.m.

B-0152 | Mergers and Acquisitions: Selling your Business, the Process, the Pitfalls, What Really Matters

It's time for exit. Selling your business is a 'big deal!' Top dollar is not the only goal; it is not just about price, it is about price and terms! This session will discuss the process: articulating your value proposition, identifying buyers (and understanding their demands), structuring the deal, shepherding the deal to closing, and closing. The session will address the pros and cons of various deal structures, such as asset or stock sales, change of control, or minority investment, all cash, stock, or earnout. This panel will be moderated by Steve Hassett, Sage North America's head of M&A and include legal and investment banking experts.

Products: General All Audiences

Tuesday, August 14 | 2 p.m.-3:15 p.m.

B-0437 | Sage Source: Pushing Sage Business Care to the Next Level

Sage Source is a fresh, new approach to the online workspace, designed to provide valuable services and benefits exclusively to Sage customers and their employees. Sage Source empowers employees by providing a secure, single point of access to a personalized portfolio of tools and services, accessible from wherever the workday takes them. In this informative session, you will learn how Sage Source will enhance your organization's current benefits offering, better facilitate communication and connection with your workforce, strengthen employee loyalty, promote flexible access to work-related systems and processes, and ultimately increase Return On Employee Investment or ROEI. See a full demo of the Sage Source and get a high level of understanding of the platform in regards to security, user management, services/benefits offerings, and ultimately how it drives an increase in ROEI by empowering and engaging your workforce.

Products: General All Audiences

Tuesday, August 14 | 2 p.m.-3:15 p.m.

B-0742 | The Top Ten Marketing Secrets From Marketing Leaders

Whether your company is big or small, you all need to generate buzz and potential customers. Find out what two award-winning partner firms that are operating with two different sized teams and different budgets agree on. Blytheco, LLC Director of Partner and Customer Strategy Apryl Hanson and BAASS Marketing Manager Imran Syed will talk about the top ten things that both firms are doing to create a culture, impact revenue with lead generation, and create awareness about their organizations.

Products: General All Audiences

Tuesday, August 14 | 2 p.m.-3:15 p.m.

B-0783A | Twitter: Unlocking the Secrets. Step-by-Step Instructions for Becoming Comfortable as a Beginning User (repeats)

Twitter is much like attending the Sage Summit conference in that it is social in nature and all about the networking/education. Learn how to sign-up, get started and begin using Twitter with confidence. (Repeats Wednesday at 10:30 and Friday at 10:30)

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B-0794 | How to Make Money While Friending, Blogging, and Checking in

Everyone talks about social media, but few people show you how they've made money making friends, blogging, and checking into their favorite hangouts. Attend this discussion to listen to how Sage partners have leveraged social media technology tools to either gain new business, cut costs, or improve the effectiveness of traditional marketing campaigns. If your efforts to gain a return on your social media strategies have stalled, attend this session to restart your engine. We'll talk about blogging (no more cold calls: Blogging can get customers to come to you, with a check in hand), email newsletters (possibly the best drip marketing tool every invented), and social media tools that work (and ones that we've found that don't work). We'll also talk about ways the participants keep their social media efforts fresh, how to come up with blog topics that generate sales and some of best ways to save time yet remain active in social media.'

Products: General All Audiences

Wednesday, August 15 | 8:30 a.m.-10 a.m.

C-0135 | NetWORTHing—The New Social Media

Your Network™ with your network is your most important asset in doing business in our current economic situation. In this fun and interactive program, learn the secrets of Networthing™, the new way to network in the twenty-first century. Discover how to become a valuable hub in your network wheel, which is the secret to promotions, job security, and career success. Join Sarah, a master networker, as she shares her strategies for improving your access and influence with your network so you can do your job faster, better, and easier.

Products: General All Audiences

Wednesday, August 15 | 8:30 a.m.-10 a.m.

C-0242 | Find Your 50: Building Marketing Content That Resonates

Most businesses already know that the best way to generate leads online is to create content that 'teaches.' You then take this content and publish it in a variety of ways, including on Twitter, Facebook, YouTube videos, blog posts, newsletter articles, website content, white papers, presentations, and even books. The challenge? Knowing what to write about. How will people find you? You should know the 50-200 phrases that are entered in search engines every day that relate to your products and services. The phrases you come up with should meet two criteria: 1) They should be buying phrases, and 2) they should be searched on every day. Once you

determine these, you use them to build content in all mediums of communication. The result is increased lead generation and lead conversion. This session will show you how to find and refine the best 50 phrases for your business and how to get a head start on content development.

Products: General All Audiences Sage 500 ERP [ERP MAS 500]

Wednesday, August 15 | 8:30 a.m.-10 a.m.

C-0905A | Effective Leadership in These Days of Stressful Times When Anxiety is High, and Rational Thinking and Creativity are Impaired, is More Important Than Ever (repeats)

Join Steve Geske and Howard Hansen in a continuation and build on to last year's Sage Summit presentations on Healing Leadership. Instead of focusing on leverage, motivation and power, leaders (who attend) are encouraged to focus on themselves; to maintain an authentic presence that is non-anxious and does not depend on changing someone else. This approach removes behaviors that inevitably backfire and keeps people and organizations entrenched in the status quo. Anyone can benefit from exposure to this way of being intentional about increasing effectiveness as a leader while practicing responsible self-care. In a society where leaders are first idealized then demonized, the role of leader has become increasingly toxic. Those who would dare lead authentically and courageously face a barrage of criticism, gridlock and sabotage. Learn why and how surviving and thriving in today's 'leadership-averse' climate requires a comprehensive approach to building, conserving, investing and protecting personal energy. You will be encouraged to read Steve's and Howard's book, Healing Leadership prior to the session. Of their book, Sage Director of Partner Development and Recruitment Ed Kless, has written, 'This book opens your mind to what you somehow already know - that leadership is a personal experience, not a set of techniques to be mastered. Leadership training in its present form is broken at all levels: at home, at work, at religious institutions, in governments, and in business. Fortunately, the latter is based on a system of creative destruction, and has at least a chance to break free of the shackles. Healing Leadership provides us all with an insight into how that might happen.' (Repeats Thursday at 8:30)

Products: General All Audiences Sage Fundraising 50

Wednesday, August 15 | 10:30 a.m.-12 p.m.

C-0128 | Social Media All Stars Panel: How Sage Customers Went Social and Haven't Looked Back

Still contemplating whether your business should be involved in social media? In 2011, 96% of 18-35 year olds were on a social network. This means customers and prospects may be talking about your business in social media and you are missing opportunities to engage with them! Social media is one of the least expensive, most effective marketing and customer engagement tools available. This panel will give you an inside look at how Sage customers like you have used social media in their organizations and seen big results. You will hear how they have used social media, why it worked, and how they continue to thrive using social media.

Products: General All Audiences

Wednesday, August 15 | 10:30 a.m.-12 p.m.

C-0241 | Recruiting Boot Camp—Presentation

You need to hire a new employee. Where do you begin? In today's economy, it can be tough to hire the right person, especially when you are a small business owner. Just like large corporations, with the right plan and tools you can attract high-quality candidates.

Products: General All Audiences

Wednesday, August 15 | 10:30 a.m.-12 p.m.

C-0766 | Leading and Managing: The Fundamentals of Developing, Leading, Managing, and Motivating a Team

Two of the most misused and misunderstood terms in all of business are 'leadership' and 'management.' This goal of this session is to demystify the concepts of leadership and management and to form a construct for building an organization. Robert Early (Rob) Johnson will lead the focused discussion on the fundamental skills every manager needs to successfully hire, develop, lead, and manage teams. Whether you need to better manage yourself, are about to hire your first employee, or currently manage large teams, this dynamic 90-minute session will give you an overview of the necessary skills for creating an environment of growth in your organization.

Products: General All Audiences

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C-0783B | Twitter: Unlocking the Secrets. Step-by-Step Instructions for Becoming Comfortable as a Beginning User (repeats)

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Wednesday, August 15 | 2 p.m.-3:15 p.m.

C-0177A | Nerd, Geek, and Gear Herding: Tips and Tricks for Technical Managers (repeats)

Managing technology and 'techies' that we don't completely understand is often a part of the job for a business manager. We will discuss the unique challenges that make managing technical projects, employees, and contractors sometimes feel like herding cats. (Repeats Thursday at 10:45)

Products: General All Audiences

Wednesday, August 15 | 2 p.m.-3:15 p.m.

C-0816 | Interviewing for High Success

This is not just another workshop on how to interview. This session dives into the most important improvements in selecting and hiring in the past 20 years. Interviewing is about the most important business activity, which is practiced infrequently. Without practice, quality suffers. Attend this session to learn approaches that don't require practice to become perfect. Explore question construction, which will raise the success of your hiring processes to new levels. Get a copy of the popular 'Howard Hansen Tree Trunk Interviewing Question List' and learn why it works. Improve your hiring 'Discernment IQ.'

Products: General All Audiences

Wednesday, August 15 | 3:45 p.m.-4:45 p.m.

C-0143 | Emerging Digital Trends for 2013—Presentation

Get a glimpse into the latest developments and leading-edge digital changes that impact how you think about your marketing budget allocation and how you engage with your customers online. Death of IE6 and Flash, App usage, TV consumption changes, Video as a marketing vehicle for small businesses, iPad as a business tool

Products: General All Audiences

Wednesday, August 15 | 3:45 p.m.-4:45 p.m.

C-0252 | High-Impact Hiring

Effective hiring is systematic, comprehensive, and performance-focused; an investment, not a cost. Studies show that organizations with effective hiring systems rank higher in financial performance,

productivity, quality, customer satisfaction, and employee satisfaction and retention. The prospect of hiring should be viewed as a task but also as an opportunity to bring new ideas to your business.

Products: General All Audiences

Wednesday, August 15 | 3:45 p.m.-4:45 p.m.

C-0506A | IFRS and U.S. GAAP Outlook: Update on Standards and Projects (repeats)

With all of the talk about IFRS-FASB-IASB convergence projects, newly proposed standards, and 'Big GAAP vs. Little GAAP,' who can keep up with all of this? Let us help you get up to date on what's going on in the world of accounting—for both U.S. GAAP and IFRS. In this presentation we will discuss the status of adoption of IFRS in the U.S. and what this may mean for both public and private companies. We'll talk about the FASB-IASB convergence projects that are currently in progress and will cover the status of these various projects. We'll take a look at where we're at with the proposal for a different set of standards for private companies. And we'll review the recently issued and proposed accounting standards resulting from these convergence projects. (Repeats Thursday at 2:00)

Products: General All Audiences

Wednesday, August 15 | 3:45 p.m.-4:45 p.m.

C-0802 | Social Responsibility: Becoming a Rock Star Board Member for Your Favorite Charity

Chances are you (and your business) are involved in the community in some fashion. Have you thought about extending your impact by lending your time, talent, and skills to a nonprofit, association, or charity board? Just what does it take to be a rock star board member these days, and how can you make the most of your time and talent? This panel will answer these questions and more in this interactive session.

Products: General All Audiences

Thursday, August 16 | 8:30 a.m.-10 a.m.

C-0760-1 | Creating Shared Vision—Part 1 of 2

This session will be dedicated to the possibility that organizations that have well-defined and shared visions of their future will be better places for team members to work and have happier customers. Creating a well-defined shared vision is hard work and not for everyone, as it requires us to look deep into ourselves and examine our beliefs as people. You are hereby invited to open a dialogue about how best to go about creating a shared vision for your organization by Ed Kless, who will facilitate this session.

Products: General All Audiences

Thursday, August 16 | 8:30 a.m.-10 a.m.

C-0787 | Baker's Dozen Best Business Books You Don't Need to Read

Nearly 5,000 business books are published each year. Some are worthless, others have merit, fewer still have lasting value, but a handful possess the ability to transform your firm (and possibly, your life). Yet with your busy and frenetic schedules, do you feel you don't devote enough time to reading and absorbing new ideas? Then this session is for you. We will explore the best business books ever written, summarized by author, subject matter, content, ideas, and theories presented.

Products: General All Audiences

Thursday, August 16 | 8:30 a.m.-10 a.m.

C-0905B | Effective Leadership in These Days of Stressful Times When Anxiety is High, and Rational Thinking and Creativity are Impaired, is More Important Than Ever (repeats)

Join Steve Geske and Howard Hansen in a continuation and build on to last year's Sage Summit presentations on Healing Leadership. Instead of focusing on leverage, motivation and power, leaders (who attend) are encouraged to focus on themselves; to maintain an authentic presence that is non-anxious and does not depend on changing someone else. This approach removes behaviors that inevitably backfire and keeps people and organizations entrenched in the status quo. Anyone can benefit from exposure to this way of being intentional about increasing effectiveness as a leader while practicing responsible self-care. In a society where leaders are first idealized then demonized, the role of leader has become increasingly toxic. Those who would dare lead authentically and courageously face a barrage of criticism, gridlock and sabotage. Learn why and how surviving and thriving in today's 'leadership-averse' climate requires a comprehensive approach to building, conserving, investing and protecting personal energy. You will be encouraged to read Steve's and Howard's book, *Healing Leadership* prior to the session. Of their book, Sage Director of Partner Development and Recruitment Ed Kless, has written, 'This book opens your mind to what you somehow already know - that leadership is a personal experience, not a set of techniques to be mastered. Leadership training in its present form is broken at all levels: at home, at work, at religious institutions, in governments, and in business. Fortunately, the latter is based on a system of creative destruction, and has at least a chance to break free of the shackles. *Healing Leadership* provides us all with an insight into how that might happen.' (Repeats Wednesday at 8:30)

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Thursday, August 16 | 10:45 a.m.-12 p.m.

C-0150A | Mergers and Acquisitions: The Value Equation, Making Your Company More Valuable in the Eyes of a Buyer (repeats)

The 'value equation' should be top of mind for any business executive and owner. What drives the value of your business? What can you do to optimize the enterprise value of your business? What makes buyers willing to pay higher multiples? How do financial buyer and strategic buyer approaches differ? Why all is growth not equal? The process of positioning your business for sale must begin years before you're ready to sell. This event is targeted to financial and nonfinancial leaders who want to make their businesses more valuable. We will discuss the many actions a company can take to create (or destroy) value at a company and provide insights into the strategies used by successfully grown companies that have created value as well as the pitfalls encountered by less successful ones. (Repeats Friday at 10:30)

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Thursday, August 16 | 10:45 a.m.-12 p.m.

C-0213 | Using Search Engine Optimization to Drive Leads to Your Business

Attend a refresher on the basics of SEO for 30 minutes, including how to rate your website's current SEO effectiveness and warning signs to be aware of so you can get your campaign started on the right foot. We then jump into practical steps you can take to achieve more effective SEO campaigns. You'll learn several ways to measure the search engine credibility of your own website and that of your competition. Numerous techniques will be taught to pick keyword phrases that are valuable to your business, searched on frequently enough, and in the proper search engine

credibility range for an effective SEO campaign for your website. Finally, we will explain the four strategies for a successful SEO campaign. Whether you do it yourself or hire an expert, you must know this!

Products: General All Audiences

Thursday, August 16 | 10:45 a.m.-12 p.m.

C-0760-2 | Creating Strategy in a Small Business—Part 2 of 2

This session will be dedicated to the possibility that even small organizations can create and execute meaningful strategic plans. Creating a well-defined strategy is hard work and not for everyone, as it requires us to begin to say 'no' to stuff we usually say 'yes' to. You are hereby invited to open a dialogue about how best to go about creating a strategy for your small organization by Ed Kless, who will facilitate this session.

Products: General All Audiences

Thursday, August 16 | 10:45 a.m.-12 p.m.

C-0767 | Energy and Drive: The Secret to Unlocking Your Unlimited Potential

Ninety-nine percent of all people who set goals or resolutions fail to meet them. It's a startling statistic, but true. However, it doesn't have to be this way. If you've tried and failed and tried and failed again to reach a goal, don't fear; you can achieve more than you think possible. First, you must connect to the source of your drive and energy and then work a simple five-step plan. Robert Early (Rob) Johnson, author of the book 'Kick Your Own Ass; The Will, Skill, and Drill of Selling More Than You Ever Thought Possible' will lead this dynamic and energizing session on how he changed the arc of his potential, and how you can, too.

Products: General All Audiences

Thursday, August 16 | 2 p.m.-3 p.m.

C-0506B | IFRS and U.S. GAAP Outlook: Update on Standards and Projects (repeats)

With all of the talk about IFRS-FASB-IASB convergence projects, newly proposed standards, and 'Big GAAP vs. Little GAAP,' who can keep up with all of this? Let us help you get up to date on what's going on in the world of accounting—for both U.S. GAAP and IFRS. In this presentation we will discuss the status of adoption of IFRS in the U.S. and what this may mean for both public and private companies. We'll talk about the FASB-IASB convergence projects that are currently in progress and will cover the status of these various projects. We'll take a look at where we're at with the proposal for a different set of standards for private companies. And we'll review the recently issued and proposed accounting standards resulting from these convergence projects. (Repeats Wednesday at 3:45)

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C-0762 | In Defense of Business—The Trading Game and the Morality of Free Exchange

This session will be dedicated to the possibility that free and open exchange is a moral force for good in the world. Understanding how this works is not for everyone, as it requires us to check our preconceived notions about business at the door. If you are interested in exploring this possibility, you are invited by Ed Kless, Sage senior director of partner development and strategy, to attending this lively and interactive session.

Products: General All Audiences

Thursday, August 16 | 2 p.m.-3 p.m.

C-0808A | How to Get More Out of Your Website by Improving Its Usability (repeats)

In today's digitally connected world, more and more people are going online to do research before they buy a service or a product from a vendor. Your company website is the first place where many of your prospects will interact with your business. They want to know who you are and how you can help solve their problems, and they look to your website to educate them about this before they are willing to make the purchase from your company. Simply put, they view your website as that online salesperson. And so should you! (Repeats Friday at 10:30)

Products: General All Audiences

Thursday, August 16 | 3:15 p.m.-4:15 p.m.

C-0183 | Why Do “Cooler Heads” Prevail? A Practical Workshop on Emotional Intelligence in the Workplace

Emotional intelligence (EI) is the ability to identify, assess, and control the emotions of oneself, of others, and of groups. Participants in this workshop will get a general introduction to what emotional intelligence and EQ are quickly followed by hands-on work group exercises. Attendees will gain a greater understanding of themselves and practical exercise experience on dealing with emotions in the workplace.

Products: General All Audiences

Thursday, August 16 | 3:15 p.m.-4:15 p.m.

C-0756 | How to Help Prevent Fraud in Your Business

Is your company really protecting your assets? Ever wonder how such large nationally known companies can be in the news for an employee caught embezzling \$50,000 or more? And what about the nonprofits that fall victim to employee theft? They are even less likely to be able to afford such incidents. It's common that most fraud cases don't make the newspapers because companies are embarrassed it happened to them. And even fewer are prosecuted. In this session, Jim Wentz, Sage customer and certified fraud examiner, will review the fraud triangle and how it affects every company, big or small. After attending this session, you'll walk away with quick and simple things you can do to help deter fraud from happening at your company.

Products: General All Audiences

Thursday, August 16 | 3:15 p.m.-4:15 p.m.

C-0764 | Creating a Project Vision Statement

This session will be dedicated to the possibility that in small organizations or teams, projects are rarely envisioned properly and thereby achieve less than optimal results. Initiating projects properly is hard work and not for everyone, as it requires us to think differently from how we have in the past. You are hereby invited to open a dialogue about how best to envision new projects in your small organization by John Shaver, who will facilitate this session.

Products: General All Audiences

Thursday, August 16 | 3:15 p.m.-4:15 p.m.

C-0813 | Social Selling for SMBs—Reducing the Cost of Sales With Smart Selling 2.0—Presentation

Successful selling today requires a new approach. Consumers are more savvy than ever and expect you to relate to them. It is no longer 'B2B' or 'B2C.' Selling 2.0 focuses on 'B2P': Business to People. Join Apryl Hanson, the director of client and partner strategy at Blytheco and editor of Bellwether Magazine, as she reviews the ten top tips that your sales teams should be using to get introduced to the right prospects at the right time to increase chances of closing. We will review tips for LinkedIn, Facebook, Twitter, and other social tools that can help you learn about your potential customers.

Products: General All Audiences

Thursday, August 16 | 3:15 p.m.-4:15 p.m.

C-0814A | The Seven Deadly Mistakes of Using LinkedIn and How to Avoid Them (repeats)

As the creator and founder of the 7,000+ member LinkedIn Sage Partners, Employees, and Alumni Group, Bill Kizer has seen a lot of profiles. Most fall into one of the following categories: doesn't keep a profile up to date, doesn't give or receive recommendations, doesn't include a head shot in his profile, and doesn't participate in discussions, polls, and so on. In other words they don't participate in any facet of LinkedIn other than to set up their initial profile. This presentation tackles these points and presents them in a language that even a LinkedIn rookie will understand. (Repeats Friday at 8:30)

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