

11/16/2016

2:00 pm - 3:30 pm

3:45 pm - 5:00 pm

3:45 pm - 5:00 pm

5:30 pm - 6:30 pm

11/17/2016

7:30 am

7:30 am - 8:30 am

8:25 am

8:25 am - 9:00 am

9:00 am - 10:00 am

10:00 am - 10:30 am

10:30 am - 11:15 am

11:15 am - 11:45 am

CUSTOMER SERVICE & COMMUNICATIONS CONFERENCE

No location

Customer Service & Communications Conference

PRE-CONFERENCE OPTION: Photography & Video

No location

Robin Conover, TECA

PRE-CONFERENCE OPTION (CUSTOMER SERVICE TRACK): Open Forum

No location

PRE-CONFERENCE OPTION (COMMUNICATIONS TRACK): Open Forum

No location

Welcome Reception

Conference Center Entry Hall

Registration Open

Registration Desk

Breakfast with the Sponsors

Conference Center Entry Hall

FIRST GENERAL SESSION

No location

Vanessa Clayborn, CPSv, presiding

Planning Committee Chair

Meriwether Lewis EC

Centerville, TN

Keynote Presentation: Welcome to Muscle Shoals!

Shoals Ballroom

Judy Hood, Owner, Judy Hood Consulting

Speaking Body Language

Shoals Ballroom

Dr. Donna Van Natten, President & CEO, Body Language Doctor

Meet the Sponsors Break

Conference Center Entry Hall

Bridging the Generation Gap

Shoals Ballroom

Danette Scudder, Vice President, TVPPA

EnergyRight Update

11:45 am - 1:30 pm	Shoals Ballroom Cindy Herron, TVA <i>Lunch with Friends and Colleagues (on your own)</i> No location
1:30 pm	SECOND GENERAL SESSION Shoals Ballroom
1:30 pm - 2:15 pm	<i>Social Media for Storm Restoration Communication</i> Shoals Ballroom Rody Blevins, President/CEO, Volunteer Energy Cooperative
2:15 pm - 3:00 pm	<i>Watts Trending?</i> Shoals Ballroom Alanya Schofield, Senior Director of Corporate Strategy and Products, E Source
3:00 pm - 3:30 pm	<i>Meet the Sponsors Break</i> Conference Center Entry Hall
3:30 pm - 4:15 pm	<i>A Case Study in Crisis Communication</i> Shoals Ballroom Bill Anderson, Glasgow, KY, EPB
4:15 pm - 5:00 pm	<i>Avoiding a Crisis Communications Tidal Wave</i> Shoals Ballroom Phillip Burgess, Director, Communications, Conference & Government Relations, TVPPA
5:00 pm - 6:30 pm	<i>Reception</i> Conference Center Entry Hall Come enjoy a snack, mingle with friends and make dinner plans!
11/18/2016	
7:00 am - 8:00 am	<i>Breakfast with the Sponsors</i> Conference Center Entry Hall
8:00 am	THIRD GENERAL SESSION Shoals Ballroom
8:00 am - 8:45 am	<i>A Wealth of Resources for the Communicator</i> Shoals Ballroom Abby Berry, Consumer Content Manager, NRECA Meena Dayak, Vice President, Integrated Media & Communications, APPA Steve Oden, Duck River EMC
8:45 am - 9:45 am	<i>Effective Collaboration to Serve Low Income Customers</i> Shoals Ballroom Molly Cripps, Director, State of TN Dale Grubbs, Manager, Customer Service, Knoxville, TN, UB Becket Moore, Habitat for Humanity Teresa Thompson, 4-County EPA Liz Upchurch, Senior Program Manager in Stakeholder Relations, TVA

9:45 am - 10:15 am

Michael Walton, Executive Director, GreenSpaces Chattanooga
An Interview: Upgrading Security and Protecting Your Employees
Shoals Ballroom

10:15 am - 10:45 am

Bob Gary, Editor, TVPPA
Robert Kieffer, Hopkinsville, KY, ES
Meet the Sponsors Break
Conference Center Entry Hall

10:45 am - 11:15 am

Success Story: Building Your Organization's Brand
Shoals Ballroom

11:15 am - 12:00 pm

Leah Sulateskee, Communications Manager, Farm Bureau Insurance of TN
Closing Keynote: What's Your Personal Competitive Edge?
Shoals Ballroom
Judi Holler, Owner, Holla! Productions

What's Your Competitive Edge?

The 3 Step System to Building a Personal Brand That Creates Career Stability

Through personal stories, Improv games and over 20 years of experience in the hospitality industry, this interactive session will help attendees understand why their personal brand is critical to success, growth and freedom. Attendees will learn The Brandprov System framework and will take-a-way the following:

- How to promote yourself internally and externally
- Steps to gain a competitive edge
- How to land better professional opportunities
- Tools to provide more focus and productivity
- Strategies that will help you expand the reach of your network
- A personalized value proposition statement you can use immediately

12:00 pm

- An understanding of how to overcome and embrace your fear
- A chance to improvise!

Adjourn

No location

Please be sure to mark your calendars for next year's Customer Service & Communications Conference! Date and location will be available soon.