

**AGENDA** | JULY 27, 2022**12:00 – 12:10 EST** Event Kick-Off: Forecasting a Record-Breaking Season**12:10 – 12:25 EST** 2022 Hot Holiday Lighting Trends**12:25 – 12:45 EST** How Your Seasonal Source Distributor can Boost Your Business**12:45 – 1:30 EST** Insights from Experts: Professional Contractor Business Portal**1:30 – 1:40 EST** How the “Permanent Lighting” Revolution Fits Your Business: Introducing Infinity Lighting**1:40 – 1:45 EST** Break**1:45 – 2:25 EST** Breakout Session 1: Creating Killer Customer Connections

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- Increase Your Closing Rate: Effective Holiday Lighting Sales Tools & Strategies
  - How to Find, Reach, and Keep Loyal Customers

**2:25 – 2:30 EST** Break**2:30 – 3:10 EST** Breakout Session 2: Advanced Installation Techniques

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- How to Estimate & Quote Like a Pro
  - Shortcuts to Speed Up Each Installation: Design, Prep, & Install

**3:10 – 3:15 EST** Break**3:15 – 4:00 EST** Motivational Speaker**4:00 – 4:05 EST** Closing Remarks