DAY 1: WEDNESDAY, DECEMBER 6

12:00 - 1:00 pm   RevUP Registration PARty

1:00 - 1:15 pm   Opening: New Rules for Association Revenue

1:15 - 2:00 pm   Opening Keynote: Unmute Yourself: Elevating Your Courage, Confidence & Career

2:00 - 2:45 pm   Keynote Power Up: Unmute Yourself

2:45 - 3:15 pm   PARtner Break

3:15 - 4:15 pm   Keynote: Sell with Story

4:15 - 5:15 pm   "How We..." Industry Insights

5:15 - 6:30 pm   RevUP SOUL PARty & Opening Reception

DAY 2: THURSDAY, DECEMBER 7

8:00 - 9:00 am	PARtner Connection Breakfast
9:00 - 9:15 am	Opening: Business Development Leadership in 2023
9:15 - 10:15 am	Keynote: Communicating Vision & Leading Change
10:15 - 11 am	PARtner Break
11:00 am - 12 pm	Keynote: 10 Business Development Ideas to Implement Today
12:00 - 12:50 pm	Premier PARtner Lunch
1:00 - 1:45 pm	**Breakout I LEAD** Digital Strategy: Unleashing Your Association's Revenue Potential
1:00 - 1:45 pm	**Breakout I LEARN** Unlock the Power of LinkedIn for Business Development
1:00 - 1:45 pm	**Breakout I EARN** Unlocking Corporate Sponsorship: Strategies for Connecting with High-Level Decision Makers
2:00 - 2:45 pm	**Breakout II LEAD** Building a Culture of Revenue: Can Associations Benefit When they Behave More like Commercial Entities?
2:00 - 2:45 pm	**Breakout II LEARN** Rethink and Revitalize Your Sponsorship Program
2:00 - 2:45 pm	**Breakout II EARN** Your Sales Toolbox: Skills & Tools for Sales Team Success
2:45 - 3:15 pm	PARtner Break
3:30 - 4:15 pm	**Breakout III LEAD** Sales Leadership 101: Level-Up Your Sales Management Skills
3:30 - 4:15 pm	**Breakout III LEARN** How to Build a Team Approach to Increasing Partner Revenue
3:30 - 4:15 pm	**Breakout III EARN** How Culture Impacts the Bottom Line
4:30 - 5:15 pm	Pierre Association PARtnership Panel & Awards
5:15 - 6:00 pm	Pierre Reception and VolunBeering
After 6:00 pm	Enjoy Midnight Madness in Annapolis