

## **"Blueprint 2026: Branding, Digital Marketing & Communication Excellence"**

The Dalmar  
299 N. Federal Hwy  
Fort Lauderdale, FL 33301  
Meeting Room: Brant & Ibis (4<sup>th</sup> floor)



### **Tuesday, February 17th**

2:00pm	Conference Registration Opens	
2:30-2:45pm	Welcome Remarks By BK or CY	
2:50-3:30pm	<b><i>"Let Us Help You Develop a 2026 Marketing Plan"</i></b> By TruChoice	
3:40-4:20pm	<b><i>"ClientGen-AI &amp; Marketing Tools"</i></b> By Peter Galloway, ClientGen	
4:20-5:00pm	<b><i>"New Product Spotlight"</i></b> By Cliffwater	
6:00-6:45pm	Cocktail Reception	Sparrow Rooftop
7:00-9:00pm	Networking Dinner	Dalmar I & II

### **Wednesday, February 18th**

8:00-9:00am	Networking Breakfast	
9:00-9:40am	<b><i>"AdvisorStream &amp; Wix"</i></b> By Broadridge	
9:50-10:30am	<b><i>"The Sandwich Generation"</i></b> by Patti Hausheer w/ Athene	
10:40-11:20am	<b><i>"Three Best Digital Technology Ideas"</i></b> By AssetMark	
11:20-12:00pm	<b><i>"New Product Spotlight"</i></b> By Cottonwood	
12:00-1:00pm	Lunch & Raffle	
1:00-1:40pm	<b><i>"TBD"</i></b>	
1:45pm	Closing Remarks	