AMOA ON CAMPUS CONTINUING EDUCATION PROGRAM
SPRING SESSION 2025
UNIVERSITY OF NOTRE DAME
MAY 3-5

SATURDAY, MAY 3

8:45 a.m. – CHECK IN and CONTINENTAL BREAKFAST

9:00 a.m. – 12:00 p.m. – Morris Inn

BETTER BUSINESS OPERATIONS THROUGH PROCESS IMPROVEMENT
Duane Wilson, Soar Consulting

Ordering parts and supplies, scheduling service and collection routes, and setting up new locations…these are just things that most businesses need to do, right? The question is whether your business is doing them in the most efficient and effective way possible. Clerical errors, rework and missed deadlines may be signs that you have a business process that needs to be improved. This session will make you aware of what a business process is and the critical ways that an inefficient process can impact your business in terms of expensive errors, returns or dissatisfied customers.

This session is designed to help you:
- Identify your priorities
- Plan your day around high priority tasks
- Zero in on time-wasters and learn specific tactics for managing them

LUNCH – 12:00 p.m.-1:00 p.m., Morris Inn

1:00 p.m.-4:00 p.m. – Morris Inn

TECHNOLOGY'S FUTURE
John DeSouza, Interax Corporation

Digital technology continues to affect many aspects of the music and games industry, from consumer preferences to marketing media and software applications to run our business. This class will be an overview on where the world is heading, the tools that are available, and how we will need to adapt. Bring your technology questions and we will address as many of them as possible.

SUNDAY, MAY 4

8:45 a.m. – CHECK IN and CONTINENTAL BREAKFAST

9:00 a.m.-12:00 p.m. – Morris Inn

<u>**How to Build Your Brand Digitally to Attract More Business**</u>
Taylor McGlamery, Trustworkz

Increase brand awareness, build trust, and generate more leads — all with free digital tools and resources. When it comes to the digital space, there are a lot of factors at play. Learn what matters the most when it comes to your brand and business online.

During this session, marketing expert Taylor McGlamery will provide an in-depth look at key digital tools and resources, including AI, available to you at no cost to help build your brand. You'll also learn why these tools and resources are a necessity for attracting more business. You'll walk away with more confidence and actionable items to increase your brand's awareness digitally.

<u>**LUNCH**</u> **– 12:00 p.m.-1:00 p.m., Morris Inn**

1:00 p.m. – 4:00 p.m. – Morris Inn

<u>**FROM WORK GROUP TO TEAM WORK: Building the High Performing Team**</u>
Bil Murray, Murray Associates

The idea of a high performing team has long been accepted in sports. It has long been the goal of coaches to emphasize the primacy of the team rather than the individual. This same concept has been evolving in organizations for decades when business began to recognize the extent to which teams contribute to the effectiveness of an organization.

This session will focus on the various aspects of team management and specific leadership actions/behaviors you need to adopt in order to create a true team that performs.

- Which are the common types of teams used in organizations?
- How are teams implemented in the structure of the business?
- How are teams developed? Are there models which can be used in our industry?
- What expectations are realistic at various stages of development?
- Which behaviors foster team effectiveness? Which hamper it?
- Assessing the effectiveness of *your* team.

MONDAY, MAY 5

7:30 a.m. –FULL BREAKFAST – Morris Inn

8:00 a.m.-11:00 a.m. – Morris Inn

"Leading Change"
Bil Murray, Bil Murray & Associates

Change in business is a given. Managing it successfully is not. Organizational change can create unhappy, unproductive and stressed-out employees. Often this is caused by what is not known, what is misunderstood or what is the perceived personal impact on those who must deal with the change.

Change in today's business environment rarely comes off without a hitch. However, leaders who can explain to team members what is happening and why, are more likely to get people on board sooner. If those leaders show empathy and support as changes take place, chances are much better that adaptation will be smoother with less bumps and bruises.

In this session, we will look at what really happens when organizations change and how to guide people through a proven process for leading effective change. We will also provide a formula to determine when to change and how to manage each dimension of making that change.