

NAPEO 19

Annual Conference & Marketplace

September 16 - 18, 2019

JW Marriott Austin, Texas



The PEO Event of the Year is Back and Better than Ever!

NAPEO19 is back in Austin, Texas, the "Live Music Capital of the World!" The eclectic Texas capital known for its vibrant, dynamic culture hosts the largest PEO industry event of the year, where PEOs and industry partners will learn from expert speakers and make lasting connections.

This year's conference will feature more than a dozen educational sessions in three tracks:

PEO Operations: New for 2019, NAPEO has designed a new and ongoing focus to help PEOs improve operationally with instructional guidance in the areas of payroll, workflows, and overall efficiency.

Compliance: This topic is important not only to PEO customers, but to PEOs as well, as being in compliance reduces liability. The landscape and requirements are ever-changing and NAPEO's staff and committees are staying on top of this to make your lives easier and decrease liability. This track will keep you abreast of the latest changes in the law and how best to navigate them.

Growth: Now is a great time to be in the PEO industry. The industry is growing and the market is embracing PEOs and outsourced HR functions. NAPEO has been hard at work creating tools for our members to increase awareness and drive home the value of PEOs. In addition, your industry colleagues will be sharing their best practices about what works for them in growing their PEOs.

HIGHLIGHTS

CEO Forum Executive Education



The CEO Forum Lounge is back, providing a place for C-level PEO professionals to network, learn, and gain insight from their peers. On Monday from 3:30 to 4:30 pm, National Geographic photographer and keynote

speaker DeWitt Jones will present an iPhonography class, where he will show how to take stunning photos on the iPhone. Monday evening, CEO Forum participants will travel into Austin for a night of good food, good drinks, good music, and even better company. On Tuesday from 11:00 am to 12:00 pm, keynote speaker Erik Qualman, the Digital Dale Carnegie and the Tony Robbins of Tech, will hold a roundtable where he and attendees will have an intimate chat about how CEOs can leverage tech to motivate others and drive results.

NAPEO's Marketplace Trade Show



Complement your conference experience with NAPEO's Marketplace, where the full spectrum of service partners gathers in the only trade show geared specifically to the PEO industry. Not only do our exhibitors have the tools

you need to power your business, their specialized expertise and experience working with many PEOs can help you build upon the knowledge gained in the educational sessions.

PEO Marketing Day: Wednesday, September 18

New this year, the final day of the conference will be fully dedicated to PEO marketing!

- Digital storytelling and marketing experts from LGND will present all the fabulous work they've done for NAPEO, along with the step-by-step directions you'll need to use and implement these great tools.
- Shelly Adcock from Povaddo will take a deep dive into the market research he did for us, and give us his first take on the new focus groups.
- Ryan McInerney of Bluematter will share the wealth of knowledge he's amassed as the architect of NAPEO's advertising campaign about digital marketing in the PEO space, including his tips and tricks for creating a digital campaign that drives sales and growth.
- We'll discuss how to leverage free media to help increase sales and LGND will walk attendees through our plans for the October Push—when we hope everyone in the industry will commit to increasing their marketing efforts—and go over how to use all of the resources we're creating to help you do just that.
- Best of all, you'll leave with all the digital files so you can go right back to the office and start using them, including plug-and-play social media posts, our 90-second video, and customizable newspaper ads and radio scripts.

Breakfast General Session: Tools in the Toolbox— LGND on NAPEO's Marketing Projects and How to Use them to Drive Growth

Join NAPEO's renowned marketing consultants on a multimedia journey through the entire spectrum of NAPEO's PEO industry marketing program, from our extensive market research on potential PEO clients to the exciting new video and digital assets that help tell the PEO story in an innovative and compelling way. Learn about the why and how behind these industry marketing efforts and why you should incorporate them into your own PEO marketing plan to grow your business.

Breakout Sessions:

PEO Industry Market Research: A Deep Dive into Key Data Points You Can Use and the Latest Info from New Focus Groups

Shelly Adcock of Povaddo will take an in-depth and refreshed look at NAPEO's market research to provide new insight into what the data reveals about key PEO markets and how to reach them to drive new sales. He'll also unveil his findings from the latest round of just-completed focus groups.

Digital Lessons Learned: Insight into Effective Digital Marketing from the Architect of NAPEO's Successful PEO Ad Campaign

After years of fine-tuning and maximizing the effectiveness of NAPEO's nationwide ad campaign to raise the visibility of the industry, Bluematter's Ryan McInerney has amassed a wealth of knowledge about digital marketing in the PEO space. Learn about the best strategies for ad targeting and retargeting, which types of ads resonate with different audiences, and his tips and tricks for creating a digital campaign that will generate sales and growth.

Free Pub: Leveraging Media as a Marketing & Sales Strategy for Your PEO

Effective marketing doesn't always require a huge investment in digital and print advertising. Capitalizing on emerging or existing news arcs, providing insight and expertise on HR and small business issues, and creating opportunities for news coverage through community involvement can all be impactful—and inexpensive—components of a robust marketing campaign. Walk through the communications plan developed by NAPEO's marketing consultants to learn how to leverage the news cycle to generate publicity for your PEO, and hear how PEOs are creatively generating their own media coverage to build brand recognition and increase sales.

Closing General Session/Lunch: The October Push— Bringing the Industry Together for a Coordinated Marketing Campaign that Moves the Needle

Find out about NAPEO's plan to rally the industry for an "October Push" that will use the industry's strength in numbers—as well as customizable marketing assets that can easily be deployed by NAPEO members around the country—to increase the industry's visibility and market share. Get all the hands-on how-tos for using the NAPEO resources and come away with everything you'll need to participate in our industry-wide marketing push to grow your customer base.

The discounted rate of \$400 just for PEO marketing/communications professionals includes the Tuesday NAPEO Mar-Comm Committee meeting at 4:30pm, entrance into the Tuesday evening reception in the Marketplace exhibit hall, a ticket to our "Keep NAPEO Weird" event at Austin's iconic Banger's Sausage House and Beer Garden, and all of the PEO Marketing Day programming on Wednesday.

SCHEDULE OF EVENTS

Sunday, September 15, 2019

1:30pm – 3:00pm

Federal Government Affairs Committee Meeting

3:00pm – 4:30pm

State Government Affairs Committee Meeting

4:30pm – 6:00pm

Legal Advisory Council Meeting

4:30pm – 6:00pm

PAC Committee Meeting

6:00pm – 7:00pm

Service Partner & Leadership Reception

(Open to all exhibitors and associate members)

Sponsored by BlueStar Retirement Services, Inc. and Risk Transfer Insurance Agency, LLC

7:00pm – 10:00pm

PAC Donor Appreciation Event

Monday, September 16, 2019

9:00am – 10:00am

Healthcare Committee Meeting

9:00am – 1:30pm

PEO University Session & Lunch

(Additional registration and fee to attend)

Sponsored by Slavic401k

10:30am – 1:30pm

NAPEO Board of Directors Meeting & Lunch

(Open to all NAPEO members)

2:00pm – 2:30pm

Conference Opening with NAPEO President & CEO Pat Cleary

2:30pm – 3:30pm

Opening General Session with DeWitt Jones: Extraordinary Visions

Sponsored by iSolved Network and Pinnacle Financial Services, Inc.

3:30pm – 4:30pm

Breakout Sessions:

Economic Update

Multi-Location Issues & Your PEO's Operations

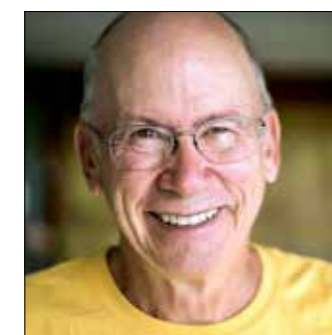
Managing a Diverse Workforce: How Your PEO Can Become an Expert

CEO Lounge Activity

iPhonography Class with DeWitt Jones

(For paid CEO Forum participants only)

Sponsored by PrismHR, Silva Capital Solutions, Inc., Slavic401k, ClayKelley.com, Fisher Phillips, Payroll Funding Company LLC, and The PEOAuxiliary



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4:30pm – 4:45pm
Networking Break
Sponsored by Equifax Workforce Solutions

4:45pm – 5:45pm
Breakout Sessions:

Leading the Sale with Technology

Healthcare Update

We Come in Peace: The Reality of Life After an M&A Transaction

5:00pm – 6:00pm
Texas Welcome Reception

(By invitation only)
Sponsored by Capital Alliance Corporation and Tee & Gee Group

6:00pm – 8:00pm
Opening Marketplace Reception

Sponsored by PrismHR, Silva Capital Solutions, Inc., and Stonehenge Insurance Solutions

8:00pm – 10:30pm
CEO Forum Dinner

(For paid CEO Forum participants only)
Sponsored by PrismHR, Silva Capital Solutions, Inc., Slavic401k, ClayKelley.com, Fisher Phillips, Payroll Funding Company LLC, and The PEOAuxiliary

Tuesday, September 17, 2019

7:00am – 8:20am
ESAC Annual Participant Breakfast Meeting

8:00am – 8:30am
Continental Breakfast
Sponsored by Aon

8:30am – 9:30am
General Session with Erik Qualman: Digital Leadership—The 5 Simple Habits of Digital Leaders
Sponsored by iSolved Network and Slavic401k

9:30am – 10:30am
Annual NAPEO Membership Meeting

10:30am – 11:00am
Networking Break
Sponsored by iSolved Network



11:00am – 12:00pm
Breakout Sessions:

Results of NAPEO's Latest White Paper

Concepts to Think About When...A 101 Session from the Daily Working Side of Your PEO & Software

IRS Certification: What's Happening Now

CEO Lounge Activity

Roundtable with Erik Qualman

(For paid CEO Forum participants only)
Sponsored by PrismHR, Silva Capital Solutions, Inc., Slavic401k, ClayKelley.com, Fisher Phillips, Payroll Funding Company LLC, and The PEOAuxiliary

12:00pm – 2:00pm
Lunch in the Marketplace

Sponsored by Akerman, LLP, Baldwin Krystyn Sherman Partners, and Prospective Risk Management, LLC.



12:30pm – 2:00pm
Accounting Practices Committee Meeting

2:15pm – 3:15pm
Breakout Sessions:

Regulatory Overview: What's Happening Right Now

The Evolution of a PEO Health Plan

Results of NAPEO's Financial Ratio & Operating Statistics Survey

3:15pm – 3:45pm
Networking Break
Sponsored by iSolved Network

SNEAK PEEK



3:45pm – 4:45pm
Breakout Sessions:

NAPEO Government Affairs Update

Marijuana & PEO Risks: What You Need to Know

Big Data—AI/ML Predictive Analytics & the Potential for PEO

4:30pm – 5:30pm
Marketing & Communications Committee Meeting

5:00pm – 7:00pm
Marketplace Reception
Sponsored by Aetna, Ameritas, and SUNZ Insurance Company

7:30pm – 10:00pm
Keep NAPEO Weird: An Evening with the Spazmatics at Banger's Sausage House
Sponsored by Jackson Lewis PC., MassMutual, Risk Transfer Insurance Agency, LLC, The PEO Auxiliary, and Worklio

Wednesday, September 18, 2019 PEO Marketing Day

9:00am – 10:30am
Breakfast General Session: Tools in the Toolbox—LGND on NAPEO's Marketing Projects and Why You Need to Use Them
Sponsored by Poster Guard® Compliance Protection

10:45am – 11:45pm
Breakout Sessions:
PEO Industry Market Research: A Deep Dive into Key Data Points You Can Use

Digital Lessons Learned: Insight into Effective Digital Marketing from the Architect of NAPEO's Successful PEO Ad Campaign

Free Pub: Leveraging Media as a Marketing & Sales Strategy for Your PEO

12:00pm – 1:30pm
Closing Session & Lunch: The October Push—Bringing the Industry Together for a Coordinated Marketing Campaign that Moves the Needle
Sponsored by CompassConsultingGroup, LLC

Visit www.napeo.org/annual-conference-2019 for the latest updates and to register!



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