

Global Congress in Miami, Florida

April 26-28, 2018



Hotel: EAST, Miami

788 Brickell Plaza

Miami, FL 33131

<http://www.east-miami.com/>

Thursday, 26 April 2018

Meeting Rooms: Workshop 3+4 – Sixth Floor – Lunch provided

Noon – 5:00 CNI Board meeting at noon; CNI general meeting at 1:30

1:00 – 2:15 On-boarding meeting of new partners: TTG & CMP

2:15 – 4:30 OIP Board meeting

5:00 – 7:00 **Opening reception at Sugar, the Rooftop Bar**

7:00 Dinner in small groups in town – List of restaurants provided

Friday, 27 April 2018

Meeting Rooms: Workshop 1+2 – Sixth Floor

7:15 Breakfast in meeting room

8:30 - 9:30 Welcome and firm/partner introductions with brief overview of changes in your local outplacement market in the past year – 2 minutes each – Template provided before the meeting

9:30 – 10:30 **Focus on Outplacement / Career Transition**
Changing the Equation. What have you done differently in your market to truly differentiate your value proposition from LHH, Right, and CPI? Various partners present techniques that have increased outplacement/career transition market share, prices, or profits.

10:30 – 11:00 Break

11:00 – 11:30 OI Solutions – Report on how we are using it across the partnership. Features and enhancements to sell more, manage better, and deliver more value.

11:30 – 12:30 **Understanding the Competition.** In addition to the Big 2 + CPI, who are the new competitors? What other forms of outplacement are being offered? How do they go to market? What are their results? Volunteers profile the competitive landscape and present their findings.

12:30 - 1:30 Lunch

Friday, 27 April 2018 (continued)

Focus on Business Development

- 1:30 – 2:20 The Family Business Niche – Presentation by Doug Baumel, author of *Deconstructing Conflict: Understanding Family Business, Shared Wealth and Power*

- 2:20 – 2:40 Niche Markets Discussion: Education, Finance, Legal, Hyperlocal, Technology, Healthcare, etc.

- 2:40 – 3:00 Future of Work 2018 update
Social Media Marketing update

- 3:00 – 3:30 Break

- 3:30 – 4:00 **Using Future of Work to Create a Platform to Sell Services** - Model presentation to HR groups by J. Fitzgerald

- 4:00 – 5:00 **Re-imagining Outplacement** – If we could rethink Outplacement, what would it look like? What would make it a no-brainer to buy? What outcomes and results would have to be present? What are our clients’ future needs and what solutions do we have to develop to address them?

If there’s time **SWOT Analysis of our Business:** Breakout groups work together on an analysis based on everything we discussed today.



7:00 Dinner together at *Dolores But You Can Call Me Lolita*

Saturday, 28 April 2018

Meeting Rooms: Workshop 1+2 – Sixth Floor

- 7:15 Breakfast in meeting room
- 8:15 - 9:15 **Focus on Coaching**
The Coaching Landscape – What does it look like today and where is it going?
Partners present success stories related to selling coaching across the OIGP system.
This is an opportunity to share proposals, pricing, duration, content, delivery challenges
- 9:15 – 9:45 **New partners introduce their firms and markets**
The Transitions Group – David Bowman
Career Management Partners – Joe Frodsham
- 9:45 – 10:30 Identifying and building relationships with local multi-national prospects
- 10:30 – 11:00 Break
- 11:00 – 11:30 Referrals: Updates, required tracking
- 11:30 – 12:30 Action items, commitments, plan next meetings
- 12:30 Adjourn

Megan Kirsch will be filming videos throughout the meeting in order to create marketing content.