**October 20-22, 2024**

**Sunday, 2024**

**Sun 11:00 – 1:00** Board Meeting **Presidential Suite**

**Registration 2:00 -5:00 Council Room 412**

**Tradeshow Setup – Time Yet to be Determined Ballroom Room 265**

**Sun 2:30-3:**20 **Digital Learning** **Opportunities**, Tom Hirtzel, Verba Vital Source **Council Room 412**

Beyond Access and Affordability: The New Role of the Campus Store

The frontier keeps shifting. Student Engagement and Academic Support are quickly eclipsing the focus on Affordability as they become the latest steppingstones toward successful student outcomes.

This session explores how college bookstores can transcend their current roles to become vital hubs of academic support, significantly impacting students' learning experiences and outcomes.

By the end of this session, participants will be able to:

* Recognize the continuing importance of accessibility and affordability in course materials, and how these factors influence student engagement.
* Develop initiatives that align bookstore operations with broader academic success goals.
* Identify key strategies for transforming college bookstores into central hubs of academic engagement and support.
* Explore technological advancements that can significantly enhance the delivery and use of course materials, while providing access to engagement data
* Recognize future trends and prepare for their impact on college bookstores.

By embracing innovative practices and aligning with institutional goals, bookstores can become vital partners in the academic journey of students, ensuring that they have the resources and support needed to thrive in their studies.

**Sun 3:30-4:20** **Creative Marketing Strategies on a Shoestring Budget, Council Room 412**

**NACS presentation by Jill Ayres**

Tailored for campus stores operating on a tight budget, this session will focus on out-of-the-box marketing strategies and cost-effective tactics to help your store stand out and engage your student community. Learn how to capture attention and spark conversation through impactful, low-cost guerilla marketing techniques; collaborate with campus influencers to amplify your reach and credibility; and plan and execute events that can help generate sales. Equip yourself with innovative strategies to elevate your store’s marketing efforts—all while keeping costs in check!

**Sun 4:30-5:20**   Jon Bibo, ICBA **Council Room 412**

**Maintaining Your Independence: Strategies & Tactics to Limit/Prevent College Store Outsourcing**

In this session, we will provide and review a detailed “Healthy Store Checklist” ICBA has developed for independent stores to use as a self-assessment tool to help encourage administrators appreciate your efforts and discourage them from even considering outsourcing. The session will help you to gain a competitive advantage by identifying key areas that the college store chains tend to focus on when making their case to campus and how you can make a great case for self-operation.

**Sun 6:30** Opening Night at Eskimo Joe’s with Stan Clark speaking **Leaving hotel lobby at 6:00pm**

**Monday, 2024**

**Registration 8:00 till Noon Ballroom Lobby**

**Mon 8:30-9:15**   **Seasons of Success**- Vicki Marvel **Council Room 412**

Creative ways to bring awareness to your store and create foot traffic to achieve your goals.

**Mon 8:00 – 10:30 Tradeshow Setup** **Ballroom Room 265**

**Mon 9:30-10:30** **Innovation in Education: The Impact of Surface, AI, and Council Room 412**

**Copilot+PC."** **-Microsoft** – David Comer

This session will explore the integration of Surface devices with advanced AI capabilities, highlighting the benefits for educational environments and showcasing the seamless interaction between Copilot and PC for an enhanced learning experience.

**Mon 10:45-11:30** Vendor Showcase- Hot items & show specials for 2024-2025. **Council Room 412**

Stores get 3 to 5 minutes to visit each vendor and preview what new, best sellers, and show specials before the actual trade show begins.

**LUNCH 11:45-1:00** Update from Debbie Cottrell (NACS President) **Starlight Lounge 465**

**Mon 1:30 –4:30** Tradeshow  **Ballroom 265**

**Mon 4:45-5:45 Refresh, Renew, Reenergize at Work** – **Council Room 412**

Edie Ingram, Keynote Speaker

In today’s fast-paced world, it’s easy to feel overwhelmed and burnt out. Whether you're balancing a demanding career, personal commitments, or both, finding time to take care of yourself can seem like a daunting task. This workshop is designed to provide you with practical strategies and tools to help you rejuvenate your mind, body, and spirit. By focusing on self-care, stress management, and personal well-being, you'll leave this session feeling more energized, focused, and ready to tackle your daily challenges.

* Understand the importance of Self-Care
* Identify Personal Stressors and Energy Drainers
* Develop Personalized Self-Care Strategies
* Learn Practical Relaxation and Mindfulness Techniques
* Enhance Physical Well-Being
* Create a Sustainable Self-Care Routine
* Building a Supportive Environment

By the end of this session, you will have a comprehensive understanding of how to effectively refresh, renew and recharge. You’ll be equipped with practical tools and techniques to manage stress, improve your well-being, and maintain a healthy balance in your life. Let’s embark on this journey together towards a more refreshed renewed and recharged you!

**Mon 6:30 – 10:00** Closing Night **Starlight Lounge 465**

**Tuesday, 2024**

**Tues 9:00 – 11:00** Board Meeting **Presidential Suite**