

TECHNOLOGY THURSDAY, February 8, 2024

3:00 PM **REGISTRATION Begins**

3:30 PM – 5:30 PM **Direct Offer Technology** - DO AudioTours™ is an audio marketing solution that lets Auctioneers record detailed narration about the sale. It's a unique way to add extensive detail to property images and helps demonstrate an effort to go above and beyond traditional marketing tactics.

AuctionLook Marketing Center Session - Customized Marketing to help grow your auction business - GEO Targeting | Templates - Print & Mail

Shipping Saint - Shipping Saint helps automate your customer communications, payments, inventory management, shipping quotes, labor & material tracking, shipping insurance and more.

5:45 PM **MEET & GREET**

6:30 PM - 8:30 PM **Round Table Sessions**

Matt Bullock - Multi-platforms for auction

IRMA - Benefits available to ISAA Members

FRIDAY, February 9, 2024

7:00 AM **1ST TIME ATTE DEES BREAKFAST**
MEET MEMBERS OF THE ISAA BOARD

8:00 AM **REGISTRATION**

8:30 AM **Welcome to the 2024 Conference** w/ *Wayne Mollett & Jeff Prochnow*

9:00 AM – 10:30 AM **Auction Listing Contract and Others!** w/ *Sherman Hostetter*
An auctioneers view of protecting your ass-ets.

10:40 AM – 12:15 PM **Ethics and Legal Issues for Auctioneers** w/*George Michak*
The role of the law in establishing “Rules.” Contracts and their legal and ethical implications in establishing “Rules” specific to your auction, establishing the rights and obligations of the parties, allocating risk and more. Contractual and ethical issues regarding the seller, including the scope of agency. Contractual and ethical issues regarding Bidders along with examples and much more information.

12:15 PM - 1:30 PM **LUNCH On Your Own**

1:30 PM - 2:15 PM **VENDOR Shark Tank Session** - *Vendor Presentation of Services Offered*

2:25 PM - 3:55 PM **Artificial Intelligence** w/ *Katie Lappe*
Explore artificial intelligence (AI) and how it is changing the industry, evaluate how it can assist you & your company and if it is right for you

2:25 PM - 3:55 PM

Growing the Next Generation *w/ Sherman Hostetter*

A transparent view of working with your parents and siblings.... and then your children in the auction business

3:55 PM - 4:15 PM

VISIT w/ VENDORS @ Tradeshow

4:15 PM - 5:45 PM

How to Still Make Money w/ Small Estate Auctions *w/ David Whitley*

An interactive discussion about how to make money and conduct auctions for estate and downsizings that will gross under \$10,000. We will discuss ways to use guarantees, fees and commissions to make these auctions profitable as well as the use of internet-only auctions to sell the items in place. Discuss everything from listing to final settlement including best practices, vendors and things to avoid.

6:00 PM

HALL OF FAME DINNER

7:15 PM

ISAA Novice Auctioneer Championship
ISAA Ringman Championship
ISAA Auction Team Championship
ISAA Champion of Champions Contest

SATURDAY, February 10, 2024

9:00 AM – 10:30 AM

Practical, Legal Consideration for Auctioneers Panel Discussion

w/ George Michak and David Whitley

10:30 AM – 10:45 AM

VISIT w/ VENDORS @ Tradeshow

10:45 AM – 12:15 PM

Auction Company Management and Growth *w/ Sherman Hostetter*

12:30 PM – 2:00 PM

LUNCH & ISAA Lobbyist Update *w/ Rob Karr*

NAA Update *w/ Sherman Hostetter, NAA Chairman of the Board*

2:00 PM – 3:30 PM

Online Only Auctions 201 *w/ David Whitley*

David will lead an interactive discussion on taking your online auctions to the next level. Topics covered will include setup and merchandising, taking photos that sell, writing descriptions that tell the story, choosing a sale order that maximizes bids and bidder participation and more.

Artificial Intelligence *w/ Katie Lappe*

Explore artificial intelligence (AI) and how it is changing the industry, evaluate how it can assist you & your company and if it is right for you

3:30 PM - 5:00 PM

VISIT w/ VENDORS @ Tradeshow

4:00 PM – 5:00 PM

Panel Discussion with ISAA Hall of Fame Members and Past Presidents *w/ David Whitley, Moderator*

5:15 PM - 6:00 PM

ANNUAL MEETING OF THE MEMBERSHIP

6:05 PM

DINNER & MARKETING AWARDS BANQUET

7:00 PM

FUN Auction

Country Western Band Entertainment w/ Modern Cowboyz

SUNDAY, February 11, 2024

8:00 AM – 11:00 AM

NEW CE Class (Mandatory) – Legal Issues, Best Practices & Risk Management w/ *George Michak*

11:00 AM - 12:15 PM

LUNCH On Your Own

12:15 PM – 3:15 PM

CE Class (Mandatory) – Better Business Practices & Sexual Harassment Prevention w/ *Cissy Tabor*

Bonus Benefit: Review Your Contract(s) w/ George Michak

Does your auction contract entail too much? Not enough? Are you covered or could you be liable?

George has dedicated auction law practice, regularly representing auctioneers and auction companies on all legal aspects affecting the auction industry...

Bring your contract(s) to the conference and have a Review Session

Annual Meeting of the Membership

FEBRUARY 2024

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