



# CHIPPLY SUMMIT

## AGENDA

### Monday, 5/5

**3:00 – 5:00 PM**

**Hotel Check-in:**

- Drury Plaza Hotel Milwaukee Downtown – 700 N Water St, Milwaukee, WI 53202
- Residence Inn Milwaukee Downtown – 648 North Plankinton Avenue, Milwaukee, Wisconsin, USA, 53203

**Registration:**

- Marquette Meeting Room – Drury Plaza Conference Center, 2<sup>nd</sup> floor
- **Merch Store Open**

**6:00 – 9:00 PM**

**Opening Reception** – The New Fashioned

- 1122 N. Vel R. Phillips Ave., Milwaukee, WI 53203
- Join us for an evening of food, drinks, and fun in Milwaukee’s Deer District! Please plan on walking or taking an Uber to this offsite event.

### Tuesday, 5/6

**6:30 – 7:45 am**

**Breakfast** – Hotel guests only

- Guests who have registered at the Drury Plaza or Residence Inn may enjoy the hotels’ complimentary breakfasts. Please note: this is not a Chippily-sponsored event.

**7:00 – 7:45 am**

**Registration** – Marquette Meeting Room

- **Merch Store Open**

**7:45 – 8:00 am**

**Welcome** – Great Lakes Ballroom

**8:00 am**

**Load Buses** – Drury Plaza Lobby

**8:45 am**

**Arrive at Chippily/Burghardt Sporting Goods**

- 9:00 – 11:55 am**      **Breakout Sessions**
- Screen Print / DTF
  - Embroidery / POD
  - Receiving
  - Sorting
  - Office / Purchasing
  - Web / Artwork
- 12:00 pm**      **Load Buses** – Burghardt Sporting Goods Front Entrance
- 12:45 – 1:45 pm**      **Lunch** – Great Lakes Ballroom
- **Merch Store Open**
- 1:30 – 1:45 pm**      **Chippily Merch Store Presentation** – Great Lakes Ballroom
- While attendees finish lunch, our team will showcase the products available in our Merch Store
- 1:45 – 2:30 pm**      **Chippily Best Practices** – Great Lakes Ballroom
- Join our Account Management Lead, Craig Robins, as he shares expert tips and strategies to help you get the most out of Chippily. From the latest feature updates to advanced optimization techniques, this session will give you the tools to streamline your stores and maximize efficiency.
- 2:30 – 3:00 pm**      **Sales Strategies** – Great Lakes Ballroom
- Jake and Kevin from Burghardt Sporting Goods discuss the hybrid selling model and the key differences between group stores and catalogs. Learn how to choose the right approach for your business model and maximize your customer relationships.
- 3:00 – 4:00 pm**      **POD Forum** – Great Lakes Ballroom
- Explore how to leverage Chippily for Print on Demand stores. This interactive session covers best practices, key features, and strategies to streamline your POD operations for maximum efficiency.
- 4:00 pm**      **Free Time**
- **Merch Store Open** – Marquette Meeting Room
- 5:00 pm**      **Load Buses for Brewer’s Game** – Drury Plaza Lobby
- Join us at American Family Field as the Brewers take on the Astros! Enjoy the game from the Johnsonville Party Deck with a buffet, unlimited soft drinks, and two complimentary beers per adult. Private restrooms, TVs, and great company included. Buffet runs from one hour before to two hours after first pitch. Buses return to the hotel post-game.

## Wednesday, 5/7

**6:30 – 7:45 am**

**Breakfast** – Hotel guests only

- Guests who have registered at the Drury Plaza or Residence Inn may enjoy the hotels' complimentary breakfasts. Please note: this is not a Chippily-sponsored event.

**8:00 – 8:15 am**

**Introduction to Chippily Community** – Great Lakes Ballroom

- You asked, and we delivered! Chippily users have been requesting a dedicated space for collaboration, networking, and idea-sharing—so we created it! The Chippily Collective is your go-to community for connecting with fellow users, asking questions, and sharing insights with other like-minded professionals. Whether you're looking for advice, solutions, or fresh ideas, you'll find it here, all within a space designed for collaboration and growth.

**8:15 – 10:15 am**

**Breakout Sessions** – Choose one session to attend during each thirty minute window

**8:15 – 8:45 am**

**Beyond Webstores: Exploring Chippily's Sales Potential**

Riverview Meeting Room | Lynn Burghardt & Steve Jovanelly

- Join us for a roundtable discussion focused on expanding sales beyond traditional webstores. Chippily wants to hear from you as we explore bulk orders, equipment sales, retail, and more. What challenges do you face in these areas, and how can Chippily help streamline and enhance your sales process? Share your insights, collaborate with fellow business owners, and help shape the future of Chippily's solutions to meet your diverse sales needs.

**Seamless Operations: Purchasing and Other Integration**

Great Lakes Ballroom | Craig Robins & Melissa Hardwick

- In this breakout session, we'll dive into the various integrations within Chippily and how you can leverage them to optimize your stores. Learn how to streamline your purchasing processes, automate tasks, and enhance your overall operational efficiency. We'll explore practical strategies for maximizing both productivity and profitability through Chippily's powerful integration features.

**8:45 – 9:15**

**Work Smarter: Templates and Requestors**

Great Lakes Ballroom | Jake Cosson & Kevin Murphy

- In this session, we'll take a deep dive into how Chippily Templates and Requestor stores can help you work smarter, not harder. Discover how these tools can streamline the process of building stores, saving you valuable time while increasing sales opportunities. Learn best practices for creating efficient, repeatable systems that boost your productivity and drive revenue.

### **Beyond the Basics: Creative Use Cases**

Riverview Meeting Room | Lynn Burghardt & Rhyen McFarland

- In this session, we'll explore innovative ways to use Chippily features beyond the standard team or employee store. From creating packages for uniforms to grouping products for giveaways, we'll showcase creative strategies for expanding your sales opportunities. Discover how thinking outside the box can open up new revenue streams and help you maximize the potential of Chippily in unique ways.

**9:15 – 9:45**

### **Industry Trends and the Future of Web Stores**

Riverview Meeting Room | Grace Schettler & Lynn Burghardt

- In this session, we'll explore the latest industry trends and discuss the future of web stores. Gain insights into emerging technologies, changing customer expectations, and the evolving landscape of e-commerce. Stay ahead of the curve with strategies to keep your web stores competitive and future-proof.

### **Mastering Store Marketing**

Great Lakes Ballroom | Elizabeth Ress, Chris Lynch & Rhyen McFarland

- This session will focus on the essential strategies for effectively marketing your Chippily stores. Learn how to drive traffic, boost engagement, and maximize sales through targeted marketing efforts. We'll cover best practices for promotion, branding, and customer outreach to help you master store marketing and elevate your business.

**9:45 – 10:15 am**

### **Group Recap** – Great Lakes Ballroom

- After the breakout sessions, we'll come together as a whole group to share key takeaways and highlights from each discussion. This collaborative recap will give everyone the chance to reflect on what's been learned, ask follow-up questions, and discuss how to apply new strategies and ideas to their own businesses.

**10:15 – 11:15 am**

### **Chippily Roadmap** – Great Lakes Ballroom

- Join Steve Jovanelly, Senior VP of Engineering, as we take a deep dive into the future of Chippily. In this session, we'll walk you through the upcoming features, updates, and enhancements that will shape Chippily over the next several months. Get an exclusive look at the roadmap, learn how these changes will benefit your business, and have the chance to provide feedback to help guide our development priorities.

**11:15 am**

### **Q&A and Closing** – Great Lakes Ballroom

- **Merch Store Open** – Marquette Meeting Room

**12:00 pm**

### **Hotel Checkout**