PDI Spring Training 2024

March 26 & 27

Location: The Shop

901 Cherry St, Des Moines, IA 50309

TRAINING AGENDA

Tuesday, March 26th

9:00a.m. – 9:30a.m. **Registration Open**—*The SHOP*

9:30a.m. – 9:45a.m. **Spring Training Kickoff**

- *Kay Snyder, Iowa Area Development Group, PDI President*

9:45p.m. – 12:00p.m. **Becoming Laser-Focused on Your BRE Ecosystem**

- *Remaining Business-Centered*
- *Identifying & Collaborating with the Players*

Stocking Your BRE Toolbox

- *Best Practices for Drafting Your BRE Resource Team*
- *Raising Your Business Issues IQ*

Building Trust: Creating Your Secret BRE Sauce

- *Tips to Externally Focused Trust*
- *Tips to Internally Focused Trust*
- *Branding Your Organization as Genuinely About Business*

12:00p.m. – 1:00p.m. **Lunch: BRE Exchange/Insight from the Frontline & Networking**

1:00p.m. – 4:30p.m. **Sharpening Your BRE Skills**

- *Identifying Who You will be Interviewing*
- *Interviewing Like a Pro*
- *Scheduling, Questions & Conducting BRE Interviews*
- *Managing Your New Data*

4:30p.m. **Timeout: Adjourn for the Day & Hotel Check-In**

5:30p.m. – 7:30p.m. **2024 PDI Legislative Reception**

- *The SHOP DSM – Speakeasy Level*

Wednesday, March 27, 2024

8:30a.m. – 9:00a.m. **Morning Tailgate: Light Breakfast & Networking**

9:00a.m. – 11:30a.m. **Making the Magic Happen – Take Your BRE to New Levels**

- *Respond · Refer*
- *Retool · Report · Repeat*

11:30a.m. **Training Adjourns & Visits to the Capitol**