**Briefing Document: 2-Day Sales Conferance**

The Q2 Sales Strategy and Performance Review Conferance is happen for 2 days, may 15 to 16, 2025. It's at Granite Ridge Conferance Resort, which is on 1120 Summit View Rd, Pine Creek, Oregon, 97483. The point of the event is reviewing Q1 sales numbers, setting targets for Q2, some dept. updates and training. Everyone should come.

On Day 1, Thursday, May 15, the conferance will begin with registration and a continental breakfast from 8:00 AM to 9:00 AM in the Cascade Hall Foyer. Opening remarks and a Q1 sales performance review will follow from 9:00 AM to 12:00 PM in Cascade Hall A, led by the Director of Sales Operations. A buffet lunch will be provided from 12:00 PM to 1:00 PM in the Terrace Dining Room. From 1:00 PM to 4:30 PM, brekout sessions will take place in assigned rooms (see Appendix A), focusing on departmental sales updates. Dinner will be served in the Main Lodge Dining Area from 6:00 PM to 8:00 PM. Attendance at dinner is expected.

On Day 2 that’s Friday, May 16, the day will open with a breakfast buffet from 8:00 AM to 9:00 AM in the Terrace Dining Room. From 9:00 AM to 11:30 AM, attendees will rotate through three sales training modules covering CRM usage, policy compliance, and client retention. These sessions going on in Cascade Hall B C and D. Lunch will be available from 11:30 AM to 12:30 PM in the Terrace Dining Room. A presentation on Q2 strategy from the VP of Sales from 12:30 PM to 2:00 PM in Cascade Hall A. Closing remarks from the Conferance Chair will follow from 2:00 PM to 2:30 PM, also in Cascade Hall A. The conferance will conclude at 2:30 PM, after which participants may check out and depart.

Hotel check-in is available from 3:00 PM on Wednesday, May 14. Check-out must be completed by 11:00 AM on Saturday, May 17. Rooms have been pre booked & cannot be changed after May 5. Attendees need arrange to their own transportation to and from the venue. On site parking is available at no cost.

If meals listed on the agenda they’re included in the event. Any dietary restrictions notify Human Resources by May 1. Business casual dress is required for all sessions no exceptions.

Holding breakout sessions in designated rooms. The East Sales Division will meet in Room 201, the West Sales Division in Room 203, the Product Management Sales Team in Room 205, and the Enterprise Accounts Team in Room 207.

This concludes the briefing document.