



# Customer First

*engage. discover. deliver.*

2017 MANAGERS' LEADERSHIP CONFERENCE

SEPTEMBER 9 – 13, 2017

## CONFERENCE HOTEL & ALL OFFICIAL FUNCTIONS

### DISNEY'S CORONADO SPRINGS RESORT

1000 West Buena Vista Drive  
Lake Buena Vista, Florida 32830

## HOUSING HOTELS

### DISNEY'S CORONADO SPRINGS RESORT

1000 West Buena Vista Drive  
Lake Buena Vista, Florida 32830  
407-939-1000

### DISNEY'S PORT ORLEANS RESORT - RIVERSIDE

1251 Riverside Drive  
Lake Buena Vista, Florida 32830  
407-934-6000

CAPTURE YOUR  
MOMENTS DURING THIS  
YEAR'S MLC USING  
**#CUSTOMERFIRSTMLC17**

**REMEMBER TO FAMILIARIZE  
YOURSELF WITH THIS BOOKLET AND  
YOUR SEMINAR PRE-WORK!**

If you have questions regarding the conference please contact  
the Business Support Services Department.

**1-800-527-8074  
OR 330-668-5000 EXT. 8074**

**MLC@SIGNETJEWELERS.COM**

**DOWNLOAD  
THE BSS EVENT APP  
SEE PAGE 16  
FOR DETAILS!**

# WELCOME!

SEPTEMBER 9 – 13, 2017

Get ready to kick start the upcoming Holiday Selling Season with the Managers' Leadership Conference. This year's Managers' Leadership Conference is quickly approaching and is sure to be our best yet!

This Program of Events is a resource to prepare you for the upcoming conference. You will find answers to every question you have within this booklet or on the MLC website and for some of those questions that you may think of later. Please take your time and look through it to become familiar with the new and exciting things to look forward to this year in Orlando!

Refer to the MLC website  
for additional information.  
<https://www.signetonteam.com/MLC2017>

Username: signetonteam

Password: shinewithsignet

## WE LIVE OUR WORDS

We **Get** What  
We **Give**

We Put Ourselves in  
Our Customers' Shoes

We **Know** How Our  
Customers Feel  
about **Jewelry**

We **Believe**  
Collaboration  
Creates Success

We are **Passionate**  
about **Our Profession**

We do the **Right Thing...**  
Even When **No One is Looking**

We're **Honest**  
and **Considerate**  
with **Our Words**

We  
Continuously  
Improve



# AGENDA AT A GLANCE

DATE	DAYTIME	EVENING
SATURDAY, SEPTEMBER 9, 2017	Travel Day - All Managers Travel to Orlando, Florida Conference Registration/Badge Pick Up Open. Learning and Exploration Opportunities including: Your Life Center Activities, Corporate Clothing & More!	
SUNDAY, SEPTEMBER 10, 2017	Conference Registration/Badge Pick Up Open. Learning and Exploration Opportunities including: Your Life Center Activities, Corporate Clothing, Sharing the Journey Charity Walk & More!	
	Special Mandatory Sessions Attire: Casual	All Managers Opening Night Festivities Attire: Business Casual
	Seminar and District Reunion Piercing Pagoda Managers Attire: Casual	
MONDAY, SEPTEMBER 11, 2017  Don't forget to wear your Conference T-Shirt today!	Charity Session, Marketing & Merchandising Session, Closing & Pagoda Awards Session, and Afternoon Departures Piercing Pagoda Managers Attire: Casual	2017 Gemmie Awards Presentation Attire: Formal
	Seminar Store/Design & Service Center Managers Attire: Casual	
	Marketing & Merchandising Session Jared/Design & Service Center Managers	
TUESDAY, SEPTEMBER 12, 2017	Charity General Session All Managers Attire: Casual	Closing Session Attire: Casual  *Following the Closing Session, all Managers will be on their own for dinner, using their provided gift card.
	Seminar Store/Design & Service Center Managers Attire: Casual	
	Marketing & Merchandising Session Kay Managers Attire: Casual	
	Marketing & Merchandising Session Zales/Peoples Managers Attire: Casual	
	District Reunions All Managers Attire: Casual	
WEDNESDAY, SEPTEMBER 13, 2017	Travel Day All Managers depart for home city Attire: Casual	
All Managers - Except Piercing Pagoda	Kay Managers Only	Piercing Pagoda Only
Jared & D&SC Only	Zales/Peoples Managers Only	

**SEE PAGE 12  
FOR SPECIFIC  
AGENDA DETAILS.**



See page 11 for details on required conference attire.

Please do not bring any noise makers to general sessions or seminars, unless provided by conference event management.

During on site check-in for the MLC, attendees will receive a personalized agenda in their welcome packet. The personalized agenda will feature all seminars and general sessions that you are required to attend. It is important that each attendee follow the seminars and rooms assigned to them.

What happens when you put your Customer First this Holiday Selling Season? It could lead to the 2018 Signet's Best Incentive Trip. This is the time to put your plans in motion to Engage, Discover and Deliver. Take everything you learn during the 2017 Managers' Leadership Conference and put it to work. Soon, you'll be on your way to an exciting destination that we'll reveal sometime during the conference. Sorry, you won't read it here. Just be ready at a moment's notice to hear all about next year's trip and then share the news with your teams.

# GENERAL INFORMATION

Throughout the meeting, you will see individuals wearing this logo on their name badge. It designates them as being available to assist you with information, directions and support as needed.



NEW MANAGERS  
NEEDING ADDITIONAL  
INFORMATION CAN  
REFER TO THE MLC  
WEBSITE OR CONTACT  
YOUR DISTRICT  
MANAGER.

## PLEASE NOTE

ALL GRATUITIES, INCLUDING  
BAGGAGE HANDLING,  
HAVE BEEN TAKEN CARE  
OF IN ADVANCE.

## ATTENDEE EXPECTATIONS

Our goal for the Managers' Leadership Conference is to offer each of you a safe and superior experience that provides you with the opportunity to learn new skills, plan for success, network with your peers and company representatives, as well as enjoy yourself. At the conference, you are responsible for personal conduct, prompt attendance at scheduled events and respect for others. Please review the following statements carefully regarding your participation in the conference. The same professionalism as exhibited within our Stores, Support Centers and Design & Service Centers is EXPECTED to be maintained by all attendees at all times. Our Statement of Standards of Conduct and Business Ethics applies to all events and the entire experience, including travel and social events.

- On-time attendance is required at all scheduled seminars and general sessions.
- Rude, inappropriate and unprofessional, conduct will not be tolerated. Show respect for one another, Disney property and employees at all times.
- Ethical and moral behavior that reflects the utmost integrity is expected. Judgment in managing "self" is valued at Signet. Improper fraternization of an interpersonal nature must be avoided.
- Room accommodations are provided for the specific assigned attendees ONLY. Visitors to the room should be limited and overnight stays by others are prohibited.
- Consumption of alcoholic beverages is voluntary and strictly subject to self-control. Over-consumption will not be tolerated.
- Our policies on sexual harassment, discrimination, commitment to diversity and all other policies apply to the event. Compliance is expected.
- Possession of illegal substances, firearms, and fireworks is prohibited.

Please be advised that during the Managers' Leadership Conference, including travel to/from, you are representing Signet and are expected to do so in a positive, professional manner at all times. This expectation applies to sponsored events and personal time. Conduct that negatively impacts the Signet brand image or reputation will not be tolerated. It is your responsibility to make sure you follow these guidelines. Noncompliance with any of these expectations may result in disciplinary action up to and including termination. Please report any violations of the above expectations to Signet Event Management promptly.

## NEW MANAGERS

If you are a new Manager attending this year's conference for the first time, please make sure you meet with your District Manager, prior to departing for Orlando, to review the conference expectations and tips.

## SPECIAL ASSISTANCE

During your trip, the Event Management Team will be available to help make your experience more enjoyable. They will be in uniform and easily identified by their eager smiles and willingness to be of service. Their badge will read Event Management. If you are staying at Disney's Coronado Springs Resort and you need assistance getting to and from the Convention Center, or to and from your room, there will be shuttles available in conjunction with the conference schedule.



## E-TICKET ITINERARY

If you are registered as flying to the Leadership Conference, your e-ticket itinerary will be sent to the preferred email address you provided during registration. Please note, this e-mail will be sent from donotreplydocprod@welcome.aexp.com.

Due to the number of attendees, you may or may not receive your travel e-ticket itinerary information at the same time as others in your area. If you have not received your emailed travel e-ticket itinerary two weeks prior to traveling, please contact Business Support Services at 1-800-527-8074 or by email at [mlc@signetjewelers.com](mailto:mlc@signetjewelers.com). As this is a lengthy process, please delay contacting Business Support Services until two weeks prior to traveling.

Canadian travelers are reminded that a valid passport is required for travel to and from the United States.

## TRAVEL ASSISTANCE

As a Signet Team Member, you are covered under the Zurich Travel Assist Program while traveling. Should you require emergency medical assistance or personal assistance services while traveling, contact Zurich Travel Assist at 1-800-263-0261 within the U.S. and Canada. If you are calling from any other location, call collect to +1-416-977-0277. When calling, refer to Signet Jewelers, Policy number GTU 0973409. If you have a serious medical emergency, seek medical attention first and then contact this service to follow up.

## LUGGAGE

Please be sure your luggage is checked to your final destination. The final destination on your luggage claim tag should read Orlando International Airport (MCO) from your city of origin.

Signet will only reimburse travelers for one of the airline's checked bag fees.

- Signet will not cover the fees for overweight bags.
- A detailed expense report with proper receipts (per the Travel Policy) located in the library on the Signet Informational Portal/Atlas must be submitted within 90 days following the trip to receive reimbursement.
  - ♦ Expense Report should be charged to the following account number/cost centers. Please ensure the appropriate account number/cost center is listed on your expense report.
    - Akron Brands: 10-470-4
    - Dallas Brands: 7701-7615
    - Canada Brands: 7763-7615
    - Piercing Pagoda: 7760-7615
- Expense reports submitted without receipts and your Supervisor's (Department Head/District Manager/Vice President of Regional Operations, Senior Director of Design & Service Centers) signature will be returned to you for re-submission.
- Items that Signet will cover:
  - ♦ Signet will only reimburse one of the airline's bag fees. First bag fee range from \$0 - \$50. Please refer to your airline's website for further details if required.
  - ♦ Airport parking.
  - ♦ Mileage to and from the airport.
  - ♦ En-route meals (On your travel days only).

Please submit only Managers' Leadership Conference related expenses on your expense report. Any expense reports submitted that include non-trip expenses (i.e. Store/Design & Service Center expenses) will be returned to you for re-submission.

# TRAVEL INFORMATION

Additional fees may apply if bag is oversized and first bag fee may be waived depending on frequent flyer status.

WE WILL PROVIDE YOU WITH ONE CUSTOMER FIRST LUGGAGE TAG. FOR EXTRA CARE AND SAFETY IN THE HANDLING OF YOUR LUGGAGE, WE ASK THAT THIS LUGGAGE TAG BE PLACED ON YOUR LUGGAGE PRIOR TO LEAVING YOUR HOME.



THIS TAG MUST REMAIN ON YOUR BAG THROUGHOUT THE TRIP. THE LUGGAGE TAG IS ESPECIALLY IMPORTANT IN IDENTIFYING YOU AS A SIGNET TEAM MEMBER.

If your luggage does not have the Managers' Leadership Conference tag the delivery of the luggage to your room may be delayed.

For additional details on expense report procedures, please refer to the Signet Travel Policy.

## GROUND TRANSPORTATION

Upon arrival at the Orlando International Airport, please proceed to the baggage claim area where a transportation representative will have a Managers' Leadership Conference sign. After claiming your luggage, follow the instructions of the uniformed staff. No gratuity is necessary. If no one meets your flight due to delays, please proceed to the lower level to the vehicle marked Managers' Leadership Conference for pick up. Please keep your carry-on luggage with you at all times.

Transportation from the airport will be provided to both Disney's Coronado Springs Resort and Disney's Port Orleans Resort - Riverside.

Signet will provide shuttles to and from the housing and conference hotels throughout the week for our attendees' convenience. Timing of shuttles will be provided onsite and on the BSS Event App.

## FLIGHTS & PACKING TIPS

TSA suggests that you do not lock your luggage, due to the screening process. You may keep your bags locked if you choose, but TSA is not liable for damage caused to locked bags that must be opened for security purposes.

Avoid over-packing your bags. Always carry necessary medication and valuables with you in your carry-on luggage and be sure to keep it with you at all times while traveling. Once at the hotel, safes are located in your room and safety deposit boxes are available free of charge at the front desk.

For other tips on how to pack your bags and how to dress to go through security, visit [www.TSATravelTips.US](http://www.TSATravelTips.US).

## DRIVERS

Please note: Your scheduled arrival date at the resort is Saturday, September 9, 2017 and check in is at 3:00 p.m.

### DISNEY'S CORONADO SPRINGS RESORT

1000 West Buena Vista Drive  
Lake Buena Vista, Florida 32830

Upon entrance to Disney's Coronado Springs Resort, please be prepared to show ID and follow the signs to the CASITAS PARKING LOTS. Once parked, walk to the Casitas 1 building and follow the signs to the Convention Center for hotel and conference check-in.

## BEFORE YOU LEAVE

To provide peace of mind while you are away, please refer to this last minute checklist before you go:

- Be sure to bring proper Government Issued Photo ID or Passport (if applicable).
- Verify that your identification and travel documents, medication (including a copy of your prescription from a physician), health insurance card, jewelry, camera, cash, and other valuables are with you in a carry-on bag and will be available at all times.
- Place a card with your name and address inside your baggage, as well as using your Signet Luggage Tag on the outside of your baggage.
- Distribute your hotel information and phone number to friends and family.

## ARRIVAL & CHECK-IN

The ride to the resorts takes approximately one hour. An imprint of a major credit card will be taken at this time to guarantee your incidental expenses.

# TRAVEL INFORMATION

**DON'T SEE THE  
ANSWER HERE?**

REFER TO THE MLC  
WEBSITE OR THE  
BSS EVENT APP  
FOR FAQs.

- Please note, there will be a hold on the card you put down for your room. This is used for incidental charges only.
- If you are unable to present a credit or debit card, you will not be set up for charging privileges on your MagicBand.
- You will receive a Disney Gift Card on arrival that will cover your meals not included in the group meals/events.

Once you have completed the check-in procedures, you are free to explore the resort or take advantage of the other activities available to you. Your luggage will be delivered to your room as quickly as possible. Your patience is appreciated.

#### **DISNEY'S CORONADO SPRINGS RESORT**

Once you have arrived at the resort, proceed to the Signet Registration Desk to pick up your conference materials, located in the Dining Pavilion. You will then proceed to the resort remote check-in located in the Convention Center and receive your MagicBand.

#### **DISNEY'S PORT ORLEANS RESORT – RIVERSIDE**

Once you have arrived at the resort please proceed to the front desk. During check-in you will receive your MagicBand.

Signet Shuttles will begin running approximately 30 minutes prior to registration opening. Please reference the shuttle schedule on the BSS Event App (pg. 16 for details)!

### **SIGNET REGISTRATION DESK**

#### **Registration/Badge Pick Up Hours**

- Saturday, September 9 10:00 a.m. – 10:00 p.m.  
**Location:** Dining Pavilion at Disney's Coronado Springs Resort
- Sunday, September 10 7:00 a.m. – 12:00 p.m.  
**Location:** Signet Hospitality Desk at Disney's Coronado Springs Resort Convention Center

### **DEPARTURE & CHECK OUT**

You will receive a Disney Departure Notice on your door the morning before departures. This notice contains important information regarding luggage procedures and your transportation to the airport.

## **TRAVEL INFORMATION**



If you have any questions regarding the conference, please contact the Business Support Services Department.

**1-800-527-8074**  
**OR 330-668-5000 Ext. 8074**  
Email at  
**mlc@signetjewelers.com**

**Team Members  
departing on Wednesday,  
September 13 will NOT have  
a bag pull. You may call for  
assistance as outlined in your  
departure notice.**

**Team Members  
departing on Monday,  
September 11 will have a  
preassigned bag pull as  
outlined in your departure  
notice.**

Again this year, with the joining of all of our North American logos, we will be utilizing two resorts for attendees during the Leadership Conference. Please note, the Managers' Leadership Conference will still take place at Disney's Coronado Springs Resort, but attendees will be staying at both Disney's Coronado Springs Resort and Disney's Port Orleans Resort - Riverside. Shuttles will be provided to and from the conference hotel daily.

Official check-in time at both resorts is 3 p.m. You may want to pack a change of clothes or any items you may need immediately in your carry on. Every attempt will be made to have rooms available for immediate occupancy upon check-in; however, depending on the time of the day you are arriving, there could be a delay in room assignments.



### DISNEY'S CORONADO SPRINGS RESORT

1000 West Buena Vista Drive  
Lake Buena Vista, Florida 32830  
Phone: 470-939-1000

Disney's Coronado Springs Resort is a Southwest-themed Disney Resort encircling Lago Dorado—a glimmering 22-acre lake—that evokes the spirit and romance of Spanish-colonial Mexico. A floor plan of the resort will be provided upon check-in to assist you in finding your way around the resort.

### DINING GUIDE - TIMES/LOCATIONS

Listed below is a dining and lounge guide to acquaint you with what is available at Disney's Coronado Springs Resort. You will be provided a Disney gift card upon arrival to cover all meals outside group meals. Attire is casual for all locations listed below.

	LOCATION	SERVICE*
<b>Pepper Market</b> American Cuisine	Near Main Entrance	Breakfast 7 a.m. – 11 a.m. Lunch & Dinner 11:30 a.m. – 11 p.m.
Satisfy your appetite at this food court. From Mexican fare to salads and sandwiches, grilled items and soft drinks.		
<b>Panchito's</b> Snacks	Near Main Entrance	8 a.m. – 10 p.m.
Grab your favorite snack or beverage when you are on the go! You can also find over the counter medicine or forgotten toiletry items.		
<b>Las Ventanas</b> American Cuisine	Near Main Entrance	Lunch 11 a.m. – 2 p.m. Dinner 4 p.m. – 10 p.m.
Start your day with a classic American breakfast featuring steak and eggs or whole wheat pancakes. For lunch select from a range of fresh salads and sandwiches including lobster salad and a fresh mahi sandwich. Top off your meal with a seasonal sorbet or Key Lime pie.		
<b>Maya Grill</b> Mexican & American Cuisine	Near Main Entrance	Dinner 5 p.m. – 10 p.m.
This festive fusion restaurant showcases Savor Nuevo Latino cuisine and classic American favorites.		
<b>Café Rix</b> Grab-n-Go	Near Main Entrance	6 a.m. – 12 a.m.
Grab a quick bite; select from fresh salads, paninis and freshly baked goods.		
<b>Rix Lounge</b>	Near Main Entrance	Sun – Thur 5 p.m. – 12 a.m.
<b>Laguna Bar</b> Bar & Snacks	Near Main Entrance	11 a.m. – 11 p.m.
<b>Siesta's Cantina</b> Bar & Snacks	Dig Site / Feature Pool	Breakfast 7 a.m. - 10:30 a.m. Lunch/Dinner 11 a.m. - 9 p.m.
You can find delicious snacks at this outdoor dining location.		

\* Times are subject to change

## RESORT INFORMATION



### MagicBand

Use this wristband to unlock your Disney Resort hotel room or buy food and merchandise by charging back to your resort hotel room.

If your MagicBand is not working, call the front desk from the nearest house phone and they will come to assist you.

### POOL POLICY

THE POOLS AT THE RESORTS WILL CLOSE AT DUSK. NO ONE IS PERMITTED IN THE POOL AREA AFTER DUSK.







#### Guest Services

- A** Lobby/Concierge/Bell Services
- B** Disney Vacation Club® Information Center
- C** Resort Airline Check-In
- D** Business Center

#### Dining

- E** Pepper Market
- F** Maya Grill
- G** Café Rix
- H** Rix Lounge
- I** Las Ventanas
- J** Siestas Cantina
- K** Laguna Bar

#### Shopping

- L** Panchito's Gifts and Sundries

#### Recreation

- M** Lost City of Cibola Pool
- N** Campfire
- O** Iguana Arcade
- P** Explorer's Playground
- Q** La Vida Health Club, Salon & Spa
- R** La Marina Bike Rentals
- S** Volleyball Court

- Bus Stops
- Disney's Magical Express Bus Stop

- Laundry
- Elevators

- Automated External Defibrillators

new balance® RUNNING TRAIL (.7 mile)

Wi-Fi is available in many areas throughout our Resorts including Guest rooms, main lobbies and feature pools. (Coverage may vary.)

Smoking areas located outside of all buildings in marked locations.

Service animal relief areas located in grassy areas adjacent to parking lots.



#### Guest Services

- A** Riverside Lobby/Concierge
- B** French Quarter Lobby/Concierge
- C** Disney Vacation Club® Information Center
- D** Boat Transportation to Downtown Disney® Area

#### Dining

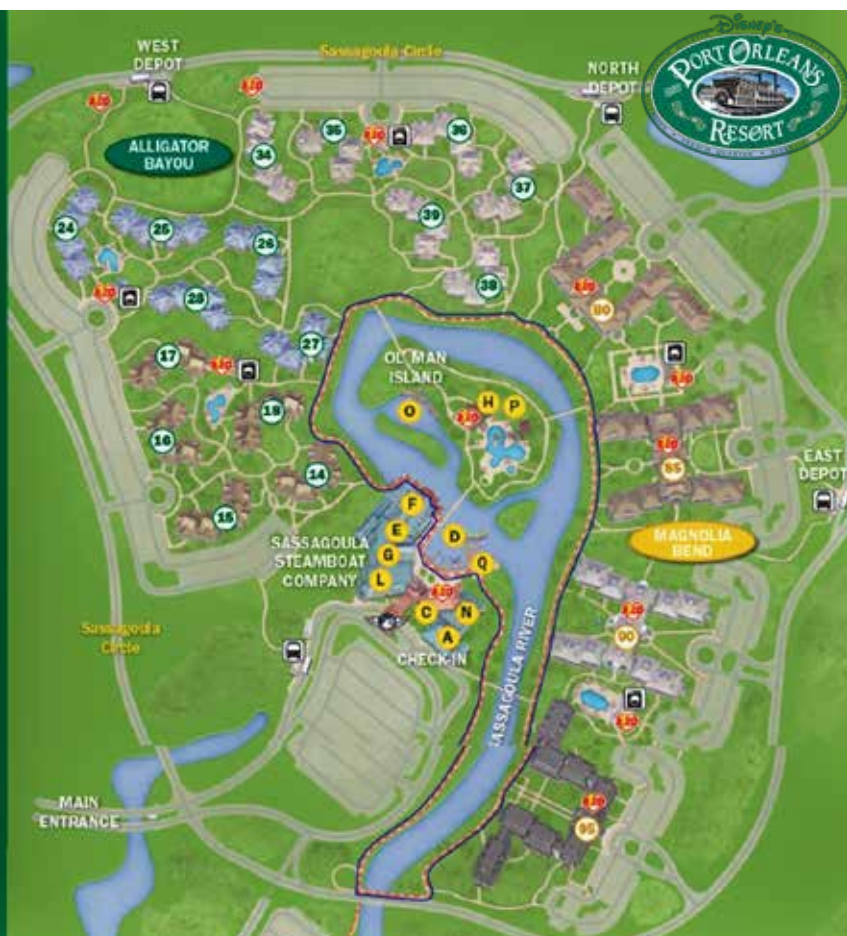
- E** Boatwright's Dining Hall
- F** Riverside Mill Food Court
- G** River Roost
- H** Muddy Rivers Pool Bar
- I** Sassagoula Floatworks & Food Factory
- J** Scat Cat's Club
- K** Mardi Grog's

#### Shopping

- L** Fulton's General Store
- M** Jackson Square Gifts & Desires

#### Recreation

- N** Medicine Show Arcade
- O** Fishin' Hole
- P** Playground
- Q** Riverside Levee
- R** South Quarter Games
- S** Doubloon Lagoon





## DISNEY'S PORT ORLEANS RESORT - RIVERSIDE

1251 Riverside Drive  
Lake Buena Vista, Florida 32830  
407-934-6000

Disney's Port Orleans Resort - Riverside is a laid-back, Old South themed resort with over 2,000 rooms spread over nearly 200 acres of land. The grounds are lined with oak and magnolia trees, along with azalea, camellia and rose bushes creating an atmosphere of relaxed southern charm. A floor plan of the resort will be provided upon check in to assist you in finding your way around.

## DINING GUIDE - TIMES/LOCATIONS

Listed below is a dining and lounge guide to acquaint you with what is available at Disney's Port Orleans Resort - Riverside. Disney's Port Orleans Resort - Riverside also offers a boat to Disney Springs.

LOCATION		SERVICE*
<b>Boatwright's Dining Hall</b> American Cuisine	Near Main Entrance	Dinner 5 p.m. – 10 p.m.
End your day in a rustic shipyard warehouse with New Orleans cooking. Choose from favorites of gumbo, jambalaya, bread pudding and other delicious tastes of the Bayou! Open only for dinner there is no better way to end your day.		
<b>Muddy Rivers</b> Bar and Snacks Near the Ol' Man Island	Ol' Man Island	11 a.m. – 6 p.m.
<b>River Roost</b> American Cuisine	Near Main Entrance	Dinner 4 p.m. – 1 a.m.
Enjoy the comfort of Southern living with light snacks and refreshments.		
<b>Riverside Mill Food Court</b> American Cuisine	Near Main Entrance	6 a.m. – 12 p.m.
Satisfy any cravings at the food court that offers bakery, grill, pasta and specialty items. You can also find Grab 'n' Go items if needed!		

\* Times are subject to change

## SIGNET SHUTTLE

Transportation will be provided to and from Disney's Coronado Springs Resort and Disney's Port Orleans Resort - Riverside throughout the Managers' Leadership Conference. Individuals staying at Disney's Port Orleans Resort - Riverside will be picked up and dropped off at Building 80 Roundabout and Coronado Porte Cochere. The shuttles will run throughout the day with a scheduled morning pick-up one hour before the conference begins each day. A detailed schedule will be provided.

## DISNEY TRANSPORTATION

Complimentary transportation throughout Walt Disney World Resort—including transportation to and from Disney Theme Parks, Disney Water Parks and Disney Springs—is available to guests. Transportation is available 45 minutes prior to Disney Theme Park opening time up to one hour after Disney Theme Park closing time.

# RESORT INFORMATION

SIGNET SHUTTLE  
HOURS OF  
OPERATION ARE  
AVAILABLE ON THE  
BSS EVENT APP!

## POOL POLICY

THE POOLS AT THE  
RESORTS WILL CLOSE  
AT DUSK. NO ONE IS  
PERMITTED IN THE POOL  
AREA AFTER DUSK.



# CONFERENCE INFORMATION

## CONFERENCE REGISTRATION/ BADGE PICK UP

### Saturday, September 9

Dining Pavilion at Disney's  
Coronado Springs Resort

### Sunday, September 10

Signet Hospitality Desk at  
Disney's Coronado  
Springs Resort  
Convention Center

Refer to page 7  
for times.



## REMINDER

Conference room temperatures and personal comfort varies. Because conference rooms tend to be cool, you may want to dress in layers and bring a sweater or jacket.

**PLEASE WEAR  
YOUR BADGE  
AT ALL TIMES.**

Upon arrival at Signet Registration, you will receive a Seminar Materials Kit for use at the Managers' Leadership Conference! This Seminar Materials Kit is not only an important part of every seminar, but it will also benefit you when you return to your Store or Design & Service Center. It is imperative that you remember to bring this Seminar Materials Kit, along with your pre-work, to every seminar!

Please refer to your personalized agenda on the back of your badge for the times and locations of your seminars. Your personalized agenda and a map of the Convention Center will be provided to you at registration. If you lose your agenda, please go to the Signet Hospitality Desk and Event Management will provide you with a replacement.

## HOSPITALITY DESK

For your convenience, a special Signet Hospitality Desk will be located at the Central Registration Desk at Coronado Springs Resort starting on September 10. Staff at this desk will be available to provide:

- General resort information
- Times and locations for all sessions
- Conveyance of emergency messages

## NAME BADGES & IDENTIFICATION

You will be provided with a name badge upon arrival. Please wear your name badge at all times. If you misplace your badge, please bring photo identification to the Signet Hospitality Desk and an Event Management Team Member will print a replacement badge for you. We will also provide a lanyard, so that you can wear your badge without damaging your clothing. Please carry valid photo identification with you at all times throughout the conference.

## CONFERENCE T-SHIRT

You will also receive a "Customer First" t-shirt. Please wear this t-shirt on Monday, September 11 during the day to show your Signet Team Spirit!

## CONFERENCE ATTIRE

### CASUAL

MEN: Walking shorts, lightweight pants or nice jeans, knit tops or polo shirts, comfortable shoes.

WOMEN: Walking shorts, lightweight slacks or nice jeans, short sleeved blouses or shirts, comfortable shoes.

### BUSINESS CASUAL

MEN: Cotton trousers and shirts. Jackets and ties are not necessary. No shorts or jeans.

WOMEN: Walking shorts or lightweight slacks, short-sleeved blouses or shirts. No jeans or extremely casual style shorts.

### BUSINESS/FORMAL

This year, Team Members are being asked to wear jewel tones, ruby, sapphire, emerald, etc. to the Gemmie Awards on Monday night.

Women are encouraged to wear a nice jewel-toned dress or suit.

Men are encouraged to wear a suit and enhance it by wearing a jewel-toned tie or vest in those colors.



# SATURDAY, SEPTEMBER 9, 2017

## TRAVEL DAY

Attire: Casual

Depart home cities and follow individual flight schedules to Orlando, Florida. Please be sure to have your MLC Luggage Tag attached to your suitcase. Be certain to check your luggage to your final destination (MCO - Orlando International Airport). If you have an emergency during travel and need assistance, please call the following number and identify yourself as a member of the Managers' Leadership Conference.

### Business Support Services Department

1-800-527-8074 or 330-668-5000 ext. 8074

## LEARNING & EXPLORATION OPPORTUNITIES

CHECK OUT THE  
BSS EVENT APP  
FOR DETAILS!

# SUNDAY, SEPTEMBER 10, 2017

Daytime Attire: Casual

**SEMINARS:** Please refer to your personalized agenda for the times and locations of your seminar. Please see the BSS EVENT App for seminar details (refer to page 16).

**6:45 a.m. – 7:15 a.m.**

**Signet Charity Walk** - Casita Courtyard

**7:00 a.m. – 8:00 a.m.**

**Breakfast** (Piercing Pagoda Managers) - Dining Pavilion

**8:15 a.m. – 12:00 p.m.**

**Seminar: Closing Trust-Based Sales** (Piercing Pagoda Managers)

**8:00 a.m. – 11:15 a.m.**

**Civil Treatment for Leaders: MANDATORY**  
(Continental breakfast available)

**11:30 a.m. – 12:30 p.m.**

**A Culture of Leading: MANDATORY**

**12:00 p.m. – 1:00 p.m.**

**Lunch** (Piercing Pagoda) - Dining Pavilion

**1:00 p.m. – 2:30 p.m.**

**District Reunion** (Piercing Pagoda Managers)

Breakfast and lunch with provided gift card for Managers not in seminars.

## CATHOLIC AND NON-DENOMINATIONAL CHURCH SERVICES

SATURDAY, SEPTEMBER 9

4 p.m. – 5 p.m.

NON-DENOMINATIONAL  
SERVICES - CORONADO D

CATHOLIC SERVICES -  
CORONADO T

## A PRAYER ROOM IS AVAILABLE DURING THE CONFERENCE.

PLEASE STOP BY THE SIGNET  
HOSPITALITY DESK  
FOR DETAILS.

**Customer First**  
*engage. discover. deliver.*

**Evening Attire:** Business Casual

6:15 p.m. – Veracruz Ballroom

Customer First: Engage. Discover. Deliver.

All North American brands come together as One Signet for an evening that includes important messages from Signet Executive Leadership, including Chief Executive Officer Gina Drosos, Chief Financial Officer Michele Santana, President and Chief Customer Officer Seb Hobbs, and Executive Vice President, Stores, North America Katy Jones

SUNDAY, SEPTEMBER 10, 2017

*Opening Night  
Festivities & Dinner*





# MONDAY, SEPTEMBER 11, 2017

Daytime Attire: Conference T-Shirt

**SEMINARS:** Please refer to your personalized agenda for the times and locations of your seminar. Please see the BSS EVENT App for seminar details (refer to page 16).

**7:00 a.m. – 7:45 a.m.**

**Breakfast** (Piercing Pagoda Managers) – Dining Pavilion

**7:30 a.m. – 8:30 a.m.**

**Breakfast** – Refer to name badge back for dining location

**8:00 a.m. – 8:30 a.m.**

**Charity General Session** (Piercing Pagoda Managers) – Veracruz B

**8:45 a.m. – 9:15 a.m.**

**Marketing & Merchandising General Session** (Piercing Pagoda Managers) – Veracruz B

**8:45 a.m. – 12:35 p.m.**

**Seminar: Closing Trust-Based Sales Part 1** (All Store Managers except Piercing Pagoda) – Refer to name badge back for specific room location

**Seminar: Beyond the Bench Part 1** (Design & Service Center Managers) – Refer to name badge back

**9:15 a.m. – 10:30 a.m.**

**Closing and Awards Presentation** (Piercing Pagoda) – Veracruz B

**10:30 a.m. – 2:00 p.m.**

**Departures for Piercing Pagoda Managers**

**12:35 p.m. – 2:30 p.m.**

**Lunch** – (Kay/Zales/Peoples Managers) Refer to name badge back for specific room location

**Marketing/Merchandising General Session** (Jared/Design & Service Center Managers) with Lunch – Veracruz B

**2:30 p.m. – 4:00 p.m.**

**Seminar: Closing Trust-Based Sales Part 2** (Store Managers) – Refer to name badge back for your specific room location

**Seminar: Beyond the Bench Part 2** (Design & Service Center Managers) – Refer to name badge back for specific room location

**WATER STATIONS  
ARE AVAILABLE IN ALL  
SEMINAR ROOMS.  
STAY HYDRATED!**

**Evening Attire:** Formal

7:15 p.m. – Veracruz Ballroom

Tonight's the night to honor Signet's Shining Stars for their outstanding performances in sales and Customer engagement during 2017. The Gemmie Awards is a glittering, glamorous celebration that recognizes the achievements and successes of Signet's Leaders.

MONDAY, SEPTEMBER 11, 2017

*THE*  
**Gemmie** AWARDS  
CELEBRATING SIGNET'S SHINING STARS

**EVENING ATTIRE:**  
Business/Formal with  
accents of jewel tones!



# TUESDAY, SEPTEMBER 12, 2017

Daytime Attire: Casual

**SEMINARS:** Please refer to your personalized agenda for the times and locations of your seminar. Please see the BSS EVENT App for seminar details (refer to page 16).

**7:30 a.m. – 8:45 a.m.**

**Breakfast** (All Managers) – Refer to name badge back for dining location

**8:45 a.m. – 10:00 a.m.**

**Charity General Session** (All Managers) – Veracruz B

**10:30 a.m. – 12:00 p.m.**

**Seminar: Closing Trust-Based Sales Part 2** (All Store Managers) – Refer to name badge back for your specific room location

**Seminar: Beyond the Bench Part 2** (Design & Service Center Managers) – Refer to name badge back for your specific room location

**12:00 p.m. – 12:45 p.m.**

**Marketing/Merchandising General Session** (Kay Managers) – Veracruz B

**12:00 p.m. – 1:15 p.m.**

**Lunch** (Zales/Peoples Managers) – Dining Pavilion for your specific room location

**12:00 p.m. – 2:00 p.m.**

**Lunch** (Jared/Design & Service Center Managers) – Veracruz C

**12:45 p.m. – 2:00 p.m.**

**Lunch** (Kay Managers) – Dining Pavilion for your specific room location

**1:15 p.m. – 2:00 p.m.**

**Marketing/Merchandising General Session**  
(Zales/Peoples Managers) – Veracruz B

**2:15 p.m. – 5:35 p.m.**

**District Reunions**

**5:45 p.m. – 6:30 p.m.**

**Closing General Session**  
Veracruz Ballroom



**YOUR EVENING AND DINNER ARE AT YOUR LEISURE USING YOUR DISNEY GIFT CARD.**

- If you wish to go off property to Disney Springs, shuttles will be available provided by Signet starting at 6:30 p.m. (Limited space)
- Dinner reservations for sit down/table service restaurants are recommended.
- You may call 407-WDW-DINE to make your dinner reservation in advance.

Disney also has shuttles available. Please check with Disney's concierge for details.



# WEDNESDAY, SEPTEMBER 13, 2017

## DEPARTURE DAY

Attire: Casual

**7:00 a.m. - 10:00 a.m.**

**Continental Breakfast** – Disney's Coronado Springs Resort

**Continental Breakfast** – Disney's Port Orleans Resort - Riverside

Boxed Breakfast will be available for departures prior to 7:00 a.m.

## Departures throughout the Day

Refer to your Departure Notice for times and additional information

*We hope you enjoyed the 2017 Managers' Leadership Conference and we look forward to celebrating your success on the Incentive Trip. We wish you a pleasant journey home.*

*Business Support Services Team*

**DO YOU HAVE FUNDS LEFT OVER ON YOUR DISNEY MEAL CARD WE PROVIDED? IF YES, PAY IT FORWARD!**

BEFORE YOU BOARD THE BUSES TO THE AIRPORT, DEPOSIT YOUR CARD INTO ONE OF THE COLLECTION BINS. ALL PROCEEDS COLLECTED WILL BE DONATED BACK TO ST. JUDE CHILDREN'S RESEARCH HOSPITAL® & SICKKIDS® FOUNDATION.

**CONNECTING**  
WITH OUR CUSTOMERS  
2017 MARKETING & MERCHANDISING SESSION

## MARKETING AND MERCHANDISING OVERVIEW

Whether it's Best in Bridal or the timeliest trends in fashion and gifting, you'll discover all that's new for Holiday 2017 and beyond during Signet brands' Marketing and Merchandising Sessions. Plus, find out how each of the facets in Signet's OmniChannel strategy work to connect Customers with YOU and your brand, with your products bringing them into your Stores.

## MARKETING & MERCHANDISING GENERAL SESSIONS

This year we've planned four unique sessions exclusively dedicated to our brands.

- Each session is focused on bringing you the latest details – exciting new merchandise, powerful marketing outreach – all to help you shine this Holiday Selling Season and beyond.
- They will be held in 30-minute sessions, which are outlined below. Refer to your personalized agenda for your specific session to attend.
  - Piercing Pagoda Managers – Monday
  - Jared and Design & Service Center Managers – Monday Lunch
  - Kay Managers – Tuesday
  - Zales, Peoples Managers – Tuesday

## REMINDER

ATTENDANCE IS MANDATORY AT ALL SEMINAR AND GROUP FUNCTIONS.

All sessions are designed to Engage, Discover and Deliver on your Store brand!



# THE MANAGERS' LEADERSHIP CONFERENCE APP IS NOW LIVE!

## iPhone

Go to the App Store

## Android

Go to the Google Play Store

Share your  
experience  
with fellow Team  
Members!

You will have the  
Managers' Leadership  
Conference agenda  
at your fingertips!

You can even  
personalize yours!

Search BSS Events

Tap icon to download

Once downloaded,  
open the app and enter  
the following information:

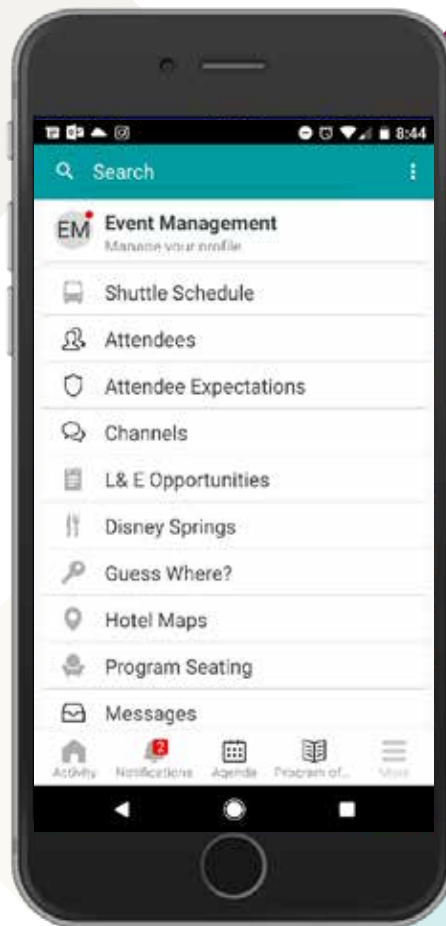
**Login name:** Email address  
provided at registration

**Password:** signet2017

Postings are subject  
to Signet's Code of  
Conduct. Please Note:  
Standard data charges  
may apply.

## NEW THIS YEAR!

Clues will lead you  
to discover the  
2018 Incentive Trip  
Destination!



## ATTENDEES

Find out the  
2017 Attendees!

## CHANNELS

Engage in  
conference  
topics!

## AGENDA

Personalize your  
agenda. Filter by  
your brand.

### APP Dos

- Participate and follow topics you enjoy
- Have Fun!
- Ask questions and share appropriate information
- Be courteous, respectful and professional
- Update your profile with your titles so others can connect with you
- Remember this APP is for Team Members only
- Follow all electronic communication policies
- Find a staff member if you have a question or to report content that may be inappropriate

### APP Don't's

- Be hesitant to use APP for approved purposes
- Post inappropriate information
- Have one-on-one conversations on public posts
- Post "stream of consciousness" (i.e. I am about to have lunch)
- Let the APP rule your workday or become a distraction
- Post inaccurate information or rumors

Postings are subject to Signet's Code of Conduct. Please understand the use of your personal mobile device is entirely optional and Signet Jewelers is not responsible for any charges that may be incurred.



# PRE-WORK

**TO MAKE SURE YOU GAIN THE MOST  
OUT OF THIS YEAR'S CONFERENCE,  
REMEMBER TO BRING YOUR  
COMPLETED PRE-WORK PACKET**

**YOUR PRE-WORK CAN BE FOUND  
AT THE MLC WEBSITE**

**[HTTPS://WWW.SIGNETONETEAM.COM/MLC2017](https://www.signetoneteam.com/mlc2017)**

**USERNAME: SIGNETONETEAM**

**PASSWORD: SHINEWITHSIGNET**

**FOR  
FURTHER DETAILS  
REFER TO THE  
MLC WEBSITE.**

**YOUR TIME  
TO SHINE!**

**BE ON THE  
BIG SCREEN  
IN 2018**

Find our camera crew  
and be in the videos shown  
at next year's Managers'  
Leadership Conference

The crew will be located in Durango 1 on  
Saturday, September 9, 10:00 a.m. to  
3:00 p.m. and Sunday, September 10,  
12:00 p.m. to 4:00 p.m.

