



Virtual Retailer Symposium Agenda

TheCollinsGroup Summer 2020 Virtual Retailer Symposium

Monday, September 14

| Session | Time | Description |
|---------------------------------------|---|--|
| Product Lightning Round | Eastern: 11:00 AM - 12:30 PM Central: 10:00 AM - 11:30 AM Mountain: 09:00 AM - 10:30 AM Pacific: 08:00 AM - 09:30 AM | Start the show off with a fast-paced overview of the latest and greatest product offerings from our attending vendors! You will not want to miss this fun and informative event (especially with all the exciting surprise giveaways) where new product will be unveiled and reviewed. This session will also provide a brief overview and training for the technologies we will be using during the event. |
| Class Session 1 | Eastern: 12:45 PM - 02:15 PM Central: 11:45 AM - 01:15 PM Mountain: 10:45 AM - 12:15 PM Pacific: 09:45 AM - 11:15 AM | <u>1A: Avery Elle - Seasonal Cards and Tags with Avery Elle</u> Create cute and festive seasonal cards and tags with Avery Elle using products from their new Winter 2020 Release. The projects shown in the class will be exclusive and not seen anywhere else. More detailed info to follow. |
| | | <u>1B: Hero Arts - Holiday Cardmaking with Hero Arts - Class 1</u> In this class, we will create three beautiful cards together, using products from the Hero Arts 2020 Holiday Release. This will give you an overview of our new release, and enable you to teach the same class, or share the ideas with your customers virtually. We can't wait to "see" you in class! The projects in this class will use different products than those in Class 2! |
| Monday Retailer Roundtable Discussion | Eastern: 02:15 PM - 03:15 PM Central: 01:15 PM - 02:15 PM Mountain: 12:15 PM - 01:15 PM Pacific: 11:15 AM - 12:15 PM | Grab your lunch and chat with your fellow retailers. Retailers will be placed into small group breakout sessions to discuss issues affecting your businesses, what is working for you and others, new methods of doing business during Covid and transitioning typical 4th Quarter events to Covid-Safe events. |
| Class Session 2 | Eastern: 03:15 PM - 04:45 PM Central: 02:15 PM - 03:45 PM Mountain: 01:15 PM - 02:45 PM Pacific: 12:15 PM - 01:45 PM | <u>2A: LDRS Creative: Fall & Holiday Card Making</u> Make 4 cute and easy Fall and Holiday cards with Angie Hunt. Several products from the new collection will be featured. You will see how to make these projects super fun for your customers! |
| | | <u>2B: Pinkfresh Studio - Stamp Layering with Pinkfresh Studio</u> Learn tips and tricks for stamp layering with Pinkfresh Studio's modern layering stamp sets. We have 48 shades of gorgeous premium dye inks that are perfect for stamp layering, and you will get to see how seamlessly they layer together. |
| Class Session 3 | Eastern: 05:00 PM - 06:30 PM Central: 04:00 PM - 05:30 PM Mountain: 03:00 PM - 04:30 PM Pacific: 02:00 PM - 03:30 PM | <u>3A: Hero Arts - Holiday Cardmaking with Hero Arts - Class 2</u> In this class, we will create three beautiful cards together, using products from the Hero Arts 2020 Holiday Release. This will give you an overview of our new release, and enable you to teach the same class, or share the ideas with your customers virtually. We can't wait to "see" you in class! The projects in this class will use different products than those in Class 1! |
| | | <u>3B: Graphic 45 - Christmas Time Home Décor</u> Join G45 for a holiday home decor project using our new Christmas Time collection. We will be using our festive new collection to learn new paper crafting techniques and learning how to create a stunning accordion mantelpiece in just an hour. Everyone will walk away with a beautiful sample, project sheet for reteaching and a discount on all the product used in the class. |
| Dinner Break – On Your Own | | |
| Class Session 4 | Eastern: 07:15 PM - 08:45 PM Central: 06:15 PM - 07:45 PM Mountain: 05:15 PM - 06:45 PM Pacific: 04:15 PM - 05:45 PM | <u>4A: Pinkfresh Studio - Learning to use Liquid Watercolor with Pinkfresh Studio</u> Learn to create beautiful backgrounds, and easily color outline florals with the Pinkfresh Studio liquid watercolor. We will share tips & tricks for using our highly pigmented watercolors, making you want to reach for them every time you create. |
| | | <u>4B: Picket Fence Studios</u> Pending |



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Tuesday, September 15

| Session | Time | Description |
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| Class Session 5 | Eastern: 11:00 AM - 12:30 PM Central: 10:00 AM - 11:30 AM Mountain: 09:00 AM - 10:30 AM Pacific: 08:00 AM - 09:30 AM | <u>5A: WOW! Embossing Powder: Change It with WOW!</u> We'll be using the fabulous WOW! Changers, these are additives for your WOW! Powders, making them go further whilst at the same time, changing their appearance in more ways than one!! We'll be making three cards, all very simple by design and easy to replicate for your stores. I will be teaching you great techniques for each card. We will be asking that you supply your own flower, leaf and sentiment stamps, choose ones that are sitting on your shelf, so as not to disappoint your customers. Along with adhesives etc. Looking forward to 'seeing' you guys live in the class. |
| | | <u>5B: Concord & 9th - Learn to Turn</u> Whether you're brand new to "turning" or you just need a refresher, find out everything you ever wanted to know about our Turnabouts - including why they're so popular. These exclusive stamps, dies, and stencils use our trademarked process to create beautiful & bold backgrounds with just four turns of your paper! |
| Class Session 6 | Eastern: 12:45 PM - 02:15 PM Central: 11:45 AM - 01:15 PM Mountain: 10:45 AM - 12:15 PM Pacific: 09:45 AM - 11:15 AM | <u>6A: Impression Obsession - Quick and Easy Holiday Cards</u> As we near the holiday season, it becomes more and more appealing to make cards that are special but efficient to produce! This class will focus on cards that stand out but can be made quickly, so get ready to make a nice batch of samples! |
| | | <u>6B: Pinkfresh Studio - Documenting Memories with Pinkfresh Studio</u> Pinkfresh Studio offers modern & heartfelt scrapbooking collections, full of amazing embellishments and high quality papers. We will sit down and create layouts together in this class, giving you tips for using our embellishments together, and mixing our beautiful patterned papers. |
| Tuesday Retailer Roundtable Discussion | Eastern: 02:15 PM - 03:15 PM Central: 01:15 PM - 02:15 PM Mountain: 12:15 PM - 01:15 PM Pacific: 11:15 AM - 12:15 PM | Grab your lunch and chat with your fellow retailers. Retailers will be placed into small group breakout sessions to discuss issues affecting your businesses, what is working for you and others, new methods of doing business during Covid and transitioning typical 4th Quarter events to Covid-Safe events. |
| Class Session 7 | Eastern: 03:15 PM - 04:45 PM Central: 02:15 PM - 03:45 PM Mountain: 01:15 PM - 02:45 PM Pacific: 12:15 PM - 01:45 PM | <u>7A: Photoplay - Holiday Folio Fun!</u> Get familiar with Photoplay's Maker's Series products. Create a beautiful holiday project using one of the newest Folios and the Christmas Cheer collection. |
| | | <u>7B: Dare 2B Artzy - Let It Snow, Let It Snow, Let It Snow</u> Let's beat the heat and start talking SNOW! We will be making three winter cards together with one of our new holiday stamp sets. Two of the cards will be the popular slimline format and one will be using a fun fold. Your customers will enjoy these "Artzy" cards. |
| Retail Seminar | Eastern: 05:00 PM - 06:00 PM Central: 04:00 PM - 05:00 PM Mountain: 03:00 PM - 04:00 PM Pacific: 02:00 PM - 03:00 PM | <u>Kizer & Bender Retail Seminar</u> Doing Business in the Covid-19 World |
| Dinner Break - On Your Own | | |
| Class Session 8 (2 Hours) | Eastern: 06:45 PM - 08:45 PM Central: 05:45 PM - 07:45 PM Mountain: 04:45 PM - 06:45 PM Pacific: 03:45 PM - 05:45 PM | <u>8A: Lawn Fawn - Interactive Winter & Holiday Cards with Lawn Fawn</u> Join Kelly and Jenn to Create four interactive cards that will WOW your customers throughout the winter & holidays! These cards will be showcasing our Fall/Winter release from Lawn Fawn including stamps, dies, inks and paper. The cards will highlight the whimsical fun style of Lawn Fawn, and we'll share some cardmaking tips and tricks along the way. A supply list and instructions will be provided so you will be able to recreate or relearn these fun projects! |



Virtual Retailer Symposium Agenda

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Wednesday, September 16

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| Virtual Tradeshow | Eastern: 10:00 AM - 08:00 PM Central: 09:00 AM - 07:00 PM Mountain: 08:00 AM - 06:00 PM Pacific: 07:00 AM - 05:00 PM | Schedule appointments with your sales rep and our vendors during the virtual tradeshow to take virtual booth tours, see new releases, order new product with great discounts and show specials! No appointment? No problem! See the exhibitors page on the event app to see drop-in hours and availability for each vendor. |
| Break | Eastern: 02:30 PM - 03:30 PM Central: 01:30 PM - 02:30 PM Mountain: 12:30 PM - 01:30 PM Pacific: 11:30 AM - 12:30 PM | Lunch Break |

Thursday, September 17

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| Virtual Tradeshow | Eastern: 10:00 AM - 08:00 PM Central: 09:00 AM - 07:00 PM Mountain: 08:00 AM - 06:00 PM Pacific: 07:00 AM - 05:00 PM | Schedule appointments with your sales rep and our vendors during the virtual tradeshow to take virtual booth tours, see new releases, order new product with great discounts and show specials! No appointment? No problem! See the exhibitors page on the event app to see drop-in hours and availability for each vendor. |
| Break | Eastern: 02:30 PM - 03:30 PM Central: 01:30 PM - 02:30 PM Mountain: 12:30 PM - 01:30 PM Pacific: 11:30 AM - 12:30 PM | Lunch Break |