



ADVISORCON

# NASHVILLE

★ TENNESSEE ★

5.14.26 - 5.15.26

AGENDA

# DAY 1

Thursday, May 14, 2026

8:30am - 9:00am CT

## Check-In & Mingle



9:00am - 10:05am CT

### Agents of AI

*Selecting the Right Tool for the Right Job*  
Frantz Widmaier



10:15am - 11:10am CT

### HNW Prospecting

*A Clear Strategy for the Ultimate Niche*  
David Baker



11:20am - 12:15pm CT

### Amplified Prospecting

*Revamping the Entire "Prospect Experience"*  
Clare Carberry

12:15pm - 1:15pm CT

## Break for Lunch



1:15pm - 2:10pm CT

### Successful Chaos

*The Key to Prospecting Business Owners*  
Bryan Sarff



2:20pm - 3:15pm CT

### Turn Up the Mic

*Building a Virtual Pipeline from Podcasts to Zoom*  
Paul Kiker



3:30pm - 4:25pm CT

### Successful Succession

*How to Build a Successful Succession Strategy*  
Matt Hicken & Tony Parmenter

5:30pm - 7:00pm CT

## Cocktail Party

# DAY 2

Friday, May 15, 2026

8:30am - 9:00am CT

## Mingle



9:00am - 10:00am CT

## Break-Throughs & Best Practices

*One Advisor's Journey to \$1B in AUM*  
Scott Ferguson



10:15am - 11:10am CT

## Systems & SEO

*Tools for Being Found, Looking Good, and Growing Faster*  
Katie Johansson



11:20am - 12:15pm CT

## Building a Three-Year Plan

*How to Create a Roadmap to the Future You Want*  
Nick Grady

12:15pm - 1:15pm CT

## Break for Lunch

BGM

1:15pm - 2:15pm CT

## What's Working Now

*A Lightning Round of Best Practices...Where You Are the Expert!*  
BGM Staff + You!

GET ACCESS

## Looking for Slides?

Every slide from every session this week is posted at [billgoodmarketing.com/slides](https://billgoodmarketing.com/slides).

Download what you want. Share the decks with your team when you get back to the office. Pull the screenshots into your own planning docs. They're yours to use...and they're available now!

