

Looking for ways to fuel your business growth? New products. Technology improvements. Effective marketing. Distributor best practices. You'll find it all at MindLab Forty-Eight!

Schedule of Events

THURSDAY, APRIL 19

4:45 – 9:00 Emerald Excursion (by invitation)

FRIDAY, APRIL 20

7:00 – 8:00 First Timer/VIP Breakfast

7:30 – 8:15 CONTINENTAL BREAKFAST

8:30 – 10:00 **Main Stage Session: The Future is Bright**

10:00 – 10:30 NETWORKING BREAK

10:30 – 12:00	Increase Your Leadership Business with <i>Everything DiSC® Work of Leaders™</i>	Using Beta Testing to Seed Your Market and Engage Clients	Creating a Unique Brand to Spark Business Growth	Expand Your Product Offering to Grow Your Business
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12:00 – 1:30 LUNCH: NETWORKING AROUND THE WORLD

1:30 – 3:00	Selling Leadership in a Crowded Market: Your Competitive Edge	Tapping into New EPIC Features to Save Time and Money	Social Media Sanity: Spend Less Time and Be More Productive	<i>Everything DiSC</i> Product Improvements (session will be repeated)
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3:00 – 3:30 NETWORKING BREAK

3:30 – 5:00 **Mainstage Session: Fueling Your Business Growth**

5:00 – 6:30 NETWORKING RECEPTION

7:30 – 9:00	Twilight Session: EPIC: The Insider's Guide	Twilight Session: Product Development Roundtable	Twilight Session: Firing Up Your DiSC® Training Activities
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7:00 – 9:00 RUBY DINNER (by invitation)

SATURDAY, APRIL 21

7:00 – 8:00 Sapphire and Opal Award Winner Breakfast (by invitation)

7:30 – 8:15 CONTINENTAL BREAKFAST

8:30 – 10:00 **Inscape Awards Game Show**

10:00 – 10:30 NETWORKING BREAK

10:30 – 12:00	Understanding Research Basics	Getting Started with Webinars	Finding New Customers: Blog with Power and Presence	<i>Everything DiSC</i> Product Improvements (repeated session)
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12:00 – 1:30 NETWORKING LUNCH: SPECIAL INTEREST GROUPS

1:30 – 3:00	Coaching Leaders to Success	Using Webinars for Marketing	Servicing Global Clients: Case Studies from Around the World	<i>Everything DiSC</i> Product Improvements (repeated session)
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3:30 – 5:00 **Mainstage Session: Getting Down to Business and Aligning for Success**

SUNDAY, APRIL 22

9:00 – 4:00 International Partner Meetings (by invitation)

Sessions subject to change without notice. Any changes will be announced on Inscape-Exchange.

Don't miss this opportunity to tap into fresh thinking and collaborate with Inscape colleagues from around the world. Register today!

Mainstage Sessions

The Future is Bright

We have a lot to celebrate as Inscape President and CEO Jeffrey Sugerman marks 10 years of leadership with Inscape. Jeff will reveal Inscape's strategy, share his insights on industry transformation, and show you where we're headed. You'll get a better understanding of the training and development market to help you get your share of the expanding market!

Fueling Your Business Growth

Over the last several years we've tracked market trends and the fastest-growing Distributors to identify critical strategies shared by high-growth companies. We'll share what we've learned and show you how to grow your Inscape business. From products and technology to best practices, you'll get fresh ideas and a solid plan to amp up your business.

Getting Down to Business and Aligning for Success

You heard about Inscape's strategy. You learned about new products and technology. You gained new ideas and best practices from successful Distributors. We'll pull it all together and give you the opportunity to ask questions so you can leave with a clear understanding of our core network strategies for 2012 and beyond so you can align your business and plan for success. The future is bright!

Twilight Sessions

Product Development Roundtable

The Inscape Product Development team is always looking for ways to work with you to create high-quality products to meet your customer needs. Here's another opportunity to get in on the conversation! Our Product Development team will share what they're working on now, and you'll be able to give your input. There's no better way to shape what's coming next from Inscape!

Firing Up Your DiSC® Training

Looking for new DiSC activities to give your training a boost? Bring an original DiSC training idea. You'll walk away with new DiSC activities to use in your training programs!

EPIC: The Insider's Guide

If you're new to EPIC, this session is for you! We'll walk you through the basics of using EPIC to manage the delivery of Inscape assessments—from sending access codes and reminders to using folders to organize your records. You'll walk away with a solid understanding of EPIC.

Breakout Sessions

Expand Your Product Offering to Grow Your Business

The data is clear: Inscape's fastest-growing Distributors make *Everything DiSC*® their #1 choice in DiSC assessments. Our panel of successful Distributors will share their stories of migration, giving you proven strategies to help you move your clients from *DiSC Classic* to *Everything DiSC*. Your clients will benefit from using the most innovative DiSC products in the world, and your business will enjoy the boost!

Everything DiSC Product Improvements

Continuous product improvement means that good products get even better. Our Product Development team has been busy this year, working on enhancements to make our *Everything DiSC* products even easier to understand and use. Be the first to hear product news that you can use to ignite your business growth.

Creating a Unique Brand to Spark Business Growth

What do Disney®, Apple®, Coke®, and Nike® have in common? They are all iconic brands with evangelistic customer franchises. Think branding is an investment that your business can't afford? Wrong—it's an investment you can't ignore. Brand guru Steve Carpels will show you how to grow your business by enhancing your brand equity based on sound strategic thinking and a clear understanding of your core competencies. He'll share a model for strategic branding with real-world illustrations, so you can apply these fundamentals to your own business.

Social Media Sanity: Spend Less Time and Be More Productive

You know you need to be using social media, but as a small business owner you probably don't have time to be tweeting, Facebooking, and blogging all day. Online presence expert Karen Clark will show you how to create lasting and meaningful connections with your customers and prospects ONLINE while remaining true to your primary business OFFLINE... in about ten minutes per day!

Finding New Customers: Blog with Power and Presence

Online presence expert Karen Clark will show you how participating in blogs can help you find new customers and serve your target market. You'll gain insights into what search engines reward, as well as some tips for increasing engagement with your blog posts. You'll walk away with ten tools and techniques for blogging powerfully!

Using Webinars for Marketing

Webinars aren't just for training! In this session you'll learn how to use webinars to introduce prospects and clients to your products and services, without ever leaving your office. We'll walk through the process of scheduling, setting up, and organizing your content for a sales presentation. We'll also share tips to increase your chance of closing the sale.

Increase Your Leadership Business with *Everything DiSC Work of Leaders*™

With the introduction of *Everything DiSC Work of Leaders*, you have a leadership solution that provides a simple, compelling process to help leaders get real results. Attend this session to learn about the *Work of Leaders* process: Vision, Alignment, and Execution. You'll review the *Work of Leaders* profile, learn about facilitation resources, and experience an activity from the facilitation.

Breakout Sessions

Selling Leadership in a Crowded Market: Your Competitive Edge

There is incredible demand for leadership training, but it's a crowded market. The good news is that with Inscape's *Everything DiSC* leadership products, you have a competitive edge. Our panel of experienced Distributors will share how they are using the *The 8 Dimensions of Leadership* book, *Everything DiSC Work of Leaders*, and *Everything DiSC 363® for Leaders* to get results...and new clients!

Coaching Leaders to Success

Achieving results through others is a real challenge if no one is following the leader! Many Inscape Distributors have found that coaching leaders using *Everything DiSC 363 for Leaders* is critical to increasing leadership effectiveness. In this session, you'll learn how pairing feedback from managers, peers, and direct reports with ongoing coaching can help leaders improve their leadership performance and overall success.

Servicing Global Clients: Case Studies from Around the World

Zusammenarbeit. Samarbejde. コラボレーション Collaboration. No matter what language your clients speak, you can deliver solutions to global clients by partnering with your Inscape colleagues from around the world. Our panel of Distributors will share how they collaborated to meet customer needs. If you have global clients, you won't want to miss this session!

Understanding Research Basics

How do we know whether assessments are actually providing accurate information? Inscape's Mark Scullard, PhD, will walk you through the basics of evaluating psychometric tools by discussing internal reliability, construct validity, multidimensional scaling, and factor analysis. While you won't earn a degree in statistics, you'll come away with a better understanding of the validation measurements used in psychometric assessments.

Getting Started with Webinars

If you've been thinking about using webinars but don't know where to start, this session is for you. We'll explore ways to engage learners when you're not face-to-face, including chatting, polling, and using white boards and breakout rooms. Plus we'll help you understand the must-have features and determine which platforms offer what you need.

Tapping into New EPIC Features to Save Time and Money

2011 has been a busy year for EPIC! We've made numerous enhancements, including *Everything DiSC Supplement for Facilitators*, *Team View*, Batch Functions, and Custom Library Folders. Get an overview of the new features and hear from Distributors who have made EPIC a key growth strategy for their business. It will be EPIC!

Using Beta Testing to Seed Your Market and Engage Clients

Beta testing Inscape products has become an essential part of our product development process. It helps to refine our products so that when they launch, they're market-ready. But did you know that introducing your clients to a product through beta testing can engage them early, and even decrease your sales cycle? Hear from Distributors who clinched the sale—before the product was even released—with clients who participated in beta testing!

Special Events

Diamond Retreat (by invitation)

Tuesday, April 17-Thursday, April 19, 2012

Our 2011 Diamond Award Winning Distributors and International Partners will enjoy a few days of relaxation at a special event designed just for them. Event details have been provided to Diamond Award Winners.

Emerald Excursion (by invitation)

Thursday, April 19, 2012, 4:15 – 9:00 pm

Our 2011 Emerald Award Winning Distributors from around the world will enjoy a private tour of The Moody Theatre, a state-of-the art live music venue and home of Austin City Limits. From there, we'll celebrate their success with a special dinner. Event details have been provided to Emerald Award Winners.

First-Timer/VIP Breakfast

Friday, April 20, 2012, 7:00 – 8:00 am

If this is your first MindLab Forty-Eight or Global Partner Conference, we invite you to a special networking breakfast with our top Distributors. You'll come away from breakfast with new connections and food for thought.

Networking Reception

Friday, April 20, 2012, 5:00 – 6:30 pm

Get ready to make connections, share ideas, and have some fun! We'll have plenty of food, lots of conversation, and prizes too! It's a great way to expand your network.

Ruby Dinner (by invitation)

Friday, April 20, 2012, 7:00 – 9:00 pm

Our Ruby Award Winners from around the world will gather for a special dinner with Inscape Executives to celebrate their success. Event details have been provided to Ruby Award Winners.

Sapphire and Opal Award Winner Breakfast (by invitation)

Saturday, April 21, 2012, 7:00 – 8:00 am

Our 2011 Sapphire and Opal Award Winning Distributors and International Partners will enjoy a special celebration breakfast with Inscape Executives. Event details have been provided to Sapphire and Opal Award Winners.

Inscape Awards Game Show

Saturday, April 21, 2012, 8:30 – 10:00 am

Adventure into the world of Inscape Award Winners! We'll recognize our 2011 Award Winners in a fun, fast-paced game show format, where everyone will be involved. Test your knowledge about industry trends, Inscape products, and Award Winner best practices as teams challenge each other and compete for valuable prizes. You'll not only know who our Award Winners are, but you'll learn their strategies for success. And did we mention prizes?

International Partner Meetings (by invitation)

Sunday, April 22, 2011, 9:00 am – 4:00 pm

Our International Partners will meet with their Key Account Manager to review plans for 2012 before heading home.

Registration and Hotel Information

APRIL 20-22 • AUSTIN, TX

Attendees who register by March 2, 2012, and pay the full conference rate* will receive a **FREE Everything DiSC Facilitation Kit** of their choice!

REGISTRATION: Register early and save! Register by **Friday, March 2, 2012**, and pay only \$695! Registrations after March 2 are \$795. Go to www.inscape-exchange.com to register.

HOTEL INFORMATION: Our host hotel is the Hyatt Regency Austin—conveniently located on the shore of Lady Bird Lake, and just minutes away from Austin entertainment districts. Room Rates: \$162 plus tax single/double; \$187 plus tax triple; \$212 plus tax quadruple.

Go to <https://resweb.passkey.com/go/inscape> or call **001.888.421.1442** and refer to the Inscape Publishing group to receive our negotiated group rate. Our room block will be held until March 29, 2012, or until sold out, so be sure to make your reservations early!

** Offer only available to attendees who pay \$595 or more, and does not apply to those earning free conference registration.*



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