



**An Educational Conference
for New and Young Network
Marketing and Party Plan
Companies**

Presented by Sylvina Consulting and The MLM Attorney, Kevin Thompson

**Thursday and Friday, January 10 and 11, 2013
Eastside Cannery Hotel and Casino
5255 Boulder Highway
Las Vegas, Nevada**

Tickets: <http://www.directsellingedge.com>

Lodging: Call 702.856.5300 Ask for "EDGE" rate

Thursday, January 10, 2013

9am – 5pm

Starting a Direct Selling Business

Speaker: Jay Leisner

Direct selling is different from other business models. Realize the importance of the first steps when starting your company. Learn which steps come first and why. Understand the differences and similarities between network marketing companies and party plan companies.

Compensation Plan Design 101

Speaker: Jay Leisner

Compensation plans are designed to motivate specific behaviors. Discover the building blocks and understand the behaviors to be motivated by field compensation.

Break

Demystifying MLM Law

Speaker: Kevin Thompson

The industry has developed over the past few decades through a myriad of state statutes, regulatory actions and class action lawsuits. Gain a deep understanding of the current status of the law after tracing decades of fascinating history.

9 Things You Need Before MLM Software

Speaker: Mel Atwood

Before selecting a software provider, get prepared by addressing the nine core operational areas (merchant accounts, paying commissions, and seven more) that every company must tackle. When you do this before obtaining software, the technology implementation process will go smoother and you'll lose less hair.

Lunch

Finding and Retaining Your People

Speaker: Victoria Dohr

Uncover 15 initial recruiting options. Learn how to find, attract, recruit and retain your independent representatives.

Social Media Best Practices

Speaker: Karen Clark

Setup your company pages on Facebook, LinkedIn, Twitter, Google+, Pinterest, and YouTube. Learn best practices and step by step instructions for creating an ethical and effective presence in the social media landscape.

Break

"I'll Make You Famous!"

Speaker: Daren Falter

How would you like a five, ten, or twenty year direct sales veteran to get behind your new products and company with their reputation, contacts, and credibility? Find out what multi-million dollar distributor earners are looking for in their next (and likely their last) direct sales opportunity and how yours can be the company they choose to make famous and prosperous.

Compensation Plan Design 201

Speaker: Jay Leisner

Discover the science behind compensation plan design. Avoid the common pitfalls faced by others. Evaluate your compensation plan draft in light of wisdom you'll learn here.

5pm – 8pm

30-Minute Appointments With Speakers

Friday, January 11, 2013

9am – 5pm

Founders Programs

Speaker: Jay Leisner

Learn about the benefits you may experience when you offer a founders program. How does one work and why have one.

How to Launch

Speaker: Jay Leisner

Discover your options when starting your company. Understand the differences between pilot programs, soft launches, and hard launches. Then, decide which approaches are best for your company.

Raising Capital and Corporate Governance

Speaker: Kevin Thompson

MLMs and Party Plan companies are uniquely positioned to employ creative methods to raise capital for their businesses. Know the limits. Understand the importance of corporate formalities and the decision making process for legal entities.

Break

The Complexities of State and Local Taxes

Speaker: Jim Richmond

Internet sales tax moratoriums don't apply to you. Determine when sales taxes should be collected and who should pay them. Learn about registration requirements; taxability of products, services, and delivery charges; and state and local business activity taxes. Don't forget income, franchise, gross receipts, business and occupational, license, litter and other fees. Direct selling businesses get to pay them all.

Distributor Compliance

Speaker: Donna Marie Serritella

Compliance is one of those things that many companies don't think about until it is too late. For example, a handful of income claims can generate large, full scale investigations from regulators. This presentation will help you evaluate your current distributor compliance efforts and needs. You will learn why it is so important to implement your Compliance Department before you open. And, you will recognize the role that every distributor plays in keeping your company clean of regulatory issues.

Lunch

Regulator Spray

Speaker: Kevin Thompson

Learn ten specific, easy-to-implement strategies to keep your MLM or Party Plan company safe from federal and state regulators.

Four Secrets, Two Keys and Technology You Can't Ignore

Speaker: Mel Atwood

Getting MLM software is not like ordering fast food. There is no drive-up window and a limited menu, and you don't get your purchase neatly placed into a bag. You will be starting a relationship that needs to last for years. Choose wisely.

Break

Why Consider Outsourcing?

Speaker: Noel Datko

As part of your strategic plan, it is essential to understand the impact that outsourcing can have on your company. Focusing your time and efforts on what makes you different while outsourcing the non-core elements of your business will enable you to succeed faster. In this session, learn how to make decisions about outsourcing and what outsourcing can do for your business.

20 Secrets of Successful Direct Selling Companies

Speaker: Jay Leisner

Discover these secrets now and use them to be successful.

5pm – 8pm Each Day

30-Minute Appointments With Speakers