

# FREEDOM FORUM 2024 + UNIVERSITY



**FEBRUARY 26 –  
MARCH 1, 2024**

THE WESTIN CAPE CORAL  
RESORT AT MARINA VILLAGE  
5951 Silver King Blvd  
Cape Coral, Florida 33914

**MONDAY  
FEB 26**

## RECAP THE YEAR

- 12:00pm – 6:00pm Franchise Registration
- 12:00pm – 4:00pm **Sponsor Showcase & Freedom Fleet Sea Trials**
- 12:00pm – 4:00pm 1:1 Meetings
- 4:00pm *Official Westin Check-In*
- 4:00pm – 6:00pm **State of the Union**
- 6:00pm – 8:30pm **Welcome & Sponsor Reception**

**TUESDAY  
FEB 27**

## FUTURE VISION

- 7:00am – 8:00am Breakfast & Sponsor Thank You
- 8:00am – 12:00pm **Sponsor Showcase & Freedom Fleet Sea Trials**
- 8:00am – 12:00pm 1:1 Meetings
- 12:00pm – 1:00pm **FREEDOM FOOD FOR THOUGHT**  
Lunch & Learn • Annual Insurance Update
- 1:00pm – 3:00pm **General Session: Looking Forward**
- FREEDOM COUNCIL MEETINGS**
- 1:00pm – 2:00pm **Technology**
- 2:00pm – 3:00pm **Fleet**
- 3:00pm – 4:00pm **Excellence**
- 3:00pm – 4:00pm **Technology (2)**
- 4:00pm – 5:00pm **Marketing**
- 4:00pm – 5:00pm **Business Services**
- 3:00pm – 6:00pm **FREEDOM UNIVERSITY**  
Registration (Sea trials available for early arrivals)
- 7:00pm – 8:00pm **Freedom First Awards Reception**
- 8:00pm – 10:00pm **Freedom First Awards Ceremony & Dinner**

**WEDNESDAY  
FEB 28**

## HOW WE GET THERE

- 7:30am – 9:00am Breakfast & Change Champions Recognition
- 9:00am – 12:00pm **General Session & Guest Speaker Brunswick Leadership Thank You**
- 12:00pm – 1:30pm **FREEDOM FOOD FOR THOUGHT**  
Lunch & Learn • Freedom University Preview & Regional Table Mixer
- FREEDOM UNIVERSITY**
- 1:30pm – 3:00pm **Welcome & Game Changers Competition (Open to All)**
- 3:00pm – 4:00pm **101: The Excellence Code**  
Creating Your Dock Staff Training Program
- 3:00pm – 4:00pm **102: Orientation to Brand Standards** – What They Are, Where to Find Them, Best Practices
- 3:00pm – 6:00pm **101: Mercury Maintenance Level Training** – Pre-requisite: Online Class & Certification Upcharge
- 4:00pm – 4:15pm *Break*
- 4:15pm – 5:15pm **103: Using Marine Electronics**  
To Keep Members Safe with Best Experiences While Enabling Staff Efficiencies
- 4:15pm – 5:15pm **101: BoatClass 2024 Program**  
Playbook Overview
- 5:15pm – 5:30pm *Break*
- 5:30pm – 6:00pm **202: Every Gallon Counts!**  
Fuel Cost Recovery Methods for Gauges and More
- 6:00pm – 8:00pm **Hawaiian Shirt Wednesday Luau & Networking**

THURSDAY  
FEB 29

## HOW WE GET THERE

7:00am – 8:30am	<i>Breakfast</i>
8:30am – 9:30am	<b>101: Membership Experience</b> – Teamwork Makes the Dream Work! Leadership Communication Skills Building to Anchor Performance
8:30pm – 9:30am	<b>101: Membership Experience</b> – Creating a Member-Led Culture at the Club Level with Advanced Tools (Qualtrix)
8:30am – 9:30am	<b>201: Membership Experience</b> – Advanced Strategies Workshop Building Goals and Implementation Plans
9:30am – 9:45am	<i>Break</i>
9:45am – 12:45pm	<b>201: Mercury Service Level Training</b> Pre-requisite: Online Class
9:45am – 10:45am	<b>101: Maximize Your Marketing 2024 Playbook</b>
9:45am – 10:45am	<b>201: Identify Meaningful Data Tools, Insights and Actions</b> – Marketing Strategy and Analytics
9:45am – 10:45am	<b>202: Managing Impressions</b> – Tracking The Member Journey To Closure
10:45am – 11:00am	<i>Break</i>
11:00am – 12:00pm	<b>101: Contemporary Sales Best Practices</b> Tips & Tricks to Level Up Your Skills
11:00am – 12:00pm	<b>201: Advanced Sales Strategy and Analytics</b> Forecast Insights, Trends and Metrics for Action
12:00pm – 1:15pm	<i>Lunch</i>
1:15pm – 2:15pm	<b>101: Finance</b> – Billing for Beginners
1:15pm – 2:15pm	<b>201: Billing Efficiencies</b> – Best Practices with Tools
1:15pm – 2:15pm	<b>202: Finance</b> – Advanced Strategy and Analytics to Improve EBITA
2:15pm – 2:30pm	<i>Break</i>
2:30pm – 3:30pm	<b>101: Ops Fleet Management</b> – Train the Trainer for Fleetio
2:30pm – 3:30pm	<b>201: Advanced Ops</b> – Fleet Management Strategy and Analytics
3:30pm – 3:45pm	<i>Break</i>
3:45pm – 4:45pm	<b>101: Ops</b> – Train the Trainer for Reservation System
3:45pm – 4:45pm	<b>201: Advanced Reservation System</b> Tools and Strategies
4:45pm – 5:00pm	<i>Break</i>
5:00pm – 6:00pm	<b>101: Dock Ops</b> – H.E.A.T. Training
5:00pm – 6:00pm	<b>201: Dock Staff Performance</b> Assessment, Accountability, and Why It Matters
5:00pm – 6:00pm	<b>295: Dock Staff Management Topics</b> Using Neutral Measurables to Incentivize Dock Operations
6:30pm – 8:30pm	<b><i>Freedom University Class of 2024 Graduation Ceremony BBQ &amp; Social</i></b>

FRIDAY  
MAR 1

11:00am Departure

## WHEN DO I ATTEND?

With a new Freedom Forum agenda and inclusion of Freedom University, you may be wondering how to manage travel for you and your FBC staff. Here are a few tips and insights to assist in that decision-making:

- **Monday and Tuesday** are geared towards Owners and GMs. This high level, strategic look at our business, as well as analytics to drive the business forward, are exactly the kind of subject matter Owners and GMs need to know.
- **Tuesday** night will now feature the Awards Ceremony and we want everyone to be present to celebrate our successes! Have your team arrive on Tuesday with plans to join the evening festivities.
- **Wednesday** will start with our keynote speaker and a visit from our Brunswick CEO— an incredible and energetic time for everyone. Then, after lunch, Freedom University will begin. Our first order of business is the Game Changers Competition, which will look and feel like Shark Tank – a lively and fun opportunity for our Freedom University participants to showcase their successes and offer up new thinking. For those who are not participating in Freedom University, you are welcome to watch this kick-off event if you wish. However, afterward only **paying** Freedom University participants will be able to participate in classes. As Owners and GMs, if you wish to stay on-site to support your teams, you are welcome to do so! Fill your afternoon with Sea Trials, 1:1 meetings with Cecil and Louis, and reconnect with your team during the Wednesday evening Luau.
- **Thursday** is a packed day for Freedom University, with classes running all day. That evening we will celebrate Freedom University participants and their successful learning achievements at an evening BBQ and Social. If Owners and GMs are still in town, you are welcome to join us for the evening event.