

Marketing/PR CONFERENCE 2025



February 19-20, 2025

Guilford Technical Community College Conference Center
7908 Leabourne Road, Colfax, North Carolina

Wednesday, February 19

8:00 a.m. – 8:30 a.m.	CHECK-IN/REGISTRATION <i>Light Breakfast Sponsored by ANDMORE</i>
8:30 a.m. – 8:45 a.m.	OPENING REMARKS / WELCOME Andy Bray , 2025 Chair of AHFA's Board of Directors CEO/President Vanguard Furniture, Conover, NC
8:45 a.m. – 9:45 a.m.	SESSION 1: Fashion Snoops Keynote Living Ahead: 2025 Consumer Insights for the Evolving Home Industry Jaye Anna Mize , Vice President Advisory & Partnerships Fashion Snoops, New York
9:45 a.m. – 10:30 a.m.	SESSION 2: TBD
10:30 a.m. – 11:00 a.m.	BREAK
11:00 a.m. – 11:45 p.m.	SESSION 3: Google Insights to Turbocharge Your 2025 Marketing Josh Banfield , Senior Business Lead Shea Browning , Advertising Executive Google, Chicago
11:45 a.m. – 1:00 p.m.	LUNCH
1:00 p.m. – 1:45 p.m.	SESSION 4: Sol Garay – The Journey of a Brand Storyteller Sol Garay , President BDI Furniture, Chantilly, VA
1:45 p.m. – 2:30 p.m.	SESSION 5: Why We Need More Marketing in Ecommerce Josh Walter , CEO BrandJump, Los Angeles
2:30 – 3:00 p.m.	COOKIE BREAK
3:00 p.m. – 3:45 p.m.	SESSION 6: PANEL – The Power of Product Visualization
3:45 p.m. – 4:30 p.m.	SESSION 7: Hack the Algorithm with AI – A Data-First Approach to Influencer Marketing Atul Singh , CEO & Co-Founder The Shelf, Atlanta

4:30 p.m. – 5:00 p.m.

SESSION 8: Gear Up for 2025 Furniture Safety Week!
Pat Bowling, Vice President of Communications
American Home Furnishings Alliance, High Point, NC

Thursday, February 20

8:00 a.m. – 8:30 a.m.

LIGHT BREAKFAST

8:30 a.m. – 8:40 a.m.

WELCOME BACK

8:40 a.m. – 9:30 a.m.

SESSION 9: What Licensing Brings to (or Takes Away From) Your Brand Story

9:30 a.m. – 10:15 a.m.

SESSION 10: The AI-Powered Marketing Era

10:15 a.m. – 10:45 a.m.

BREAK

10:45 a.m. – 11:30 a.m.

SESSION 11: PANEL – Brand Storytelling

11:30 a.m. – 12:15 p.m.

SESSION 12: Growing Consumer Demand for Sustainability and Social Responsibility in Marketing

12:15 – 1:00 p.m.

GRAB-AND-GO LUNCH

Brainstorming for next year's conference! Box lunches and networking for those who can stay, or grab-and-go for early afternoon departures.
