# Conclave Talking Points

Quick Facts:

* Dates: April 15-17, 2024
* Location: Hilton Austin in Austin, TX
* Cost:
  + Full Registration: $1,170
  + Early Bird: $970 (available until January 31, 2024)
  + Single Day: $470

Script:

“Hi this is \_\_\_ and I’m with the American Gem Society Recruitment and Retention task force. Is <Primary Contact> available?”

* **Suggestions should they respond with "Yes."**
  + *Proceed to next section.*
* **Suggestions should they respond with "No."**
* *“*May I be transferred to <Primary Contact> voicemail?”
  + *If they say yes, leave a voicemail stating that the nature of the call*
  + *If they say no, ask to leave a message, thank them, and tell them you'll be back in touch.*

"As you are a valuable member of the AGS Community, I wanted to see if you had a few minutes to go over one of our largest member benefits, Conclave. Is now a good time?"

* **Suggestions should they respond with "Yes."**
  + *Proceed to next section.*
* **Suggestions should they respond with "No."**
  + "Is there another time that I can call back that might be better?”
    - *If they say yes, set up a time, thank them, and tell them you'll be back in touch;*
    - *If they should say they are not interested:*
  + "May I ask why?"
    - *Gather feedback and share with AGS HQ at* [*membership@ags.org*](mailto:membership@ags.org).

"Great! Are you currently familiar with Conclave?

* **Suggestions should they respond with "Yes."**
* *Proceed to next section.*
* **Suggestions should they respond with "NO."**
* "Conclave is the industry’s premier education and networking event, and it is also the number one reason AGS members choose to renew their membership as it is a member only event. {*Refer to talking points in Addendum}*
  + *Make the dialog more conversational; once the conversation has covered everything ask:* 
    - “Now that you understand Conclave, would you consider attending?”
      * **Suggestions should they respond with "Yes."**
        + *Proceed to next section.*
      * **Suggestions should they respond with "No."**
        + “I know you are busy, but would you be willing to provide feedback as to why you are not interested? It will be helpful to us as we plan future events that add value to your membership.”

*Gather feedback and share with AGS HQ at experience@ags.org.*

“Fantastic! The 2024 Conclave is April 15-17, in Austin, TX. I recommend visiting [www.ags.org/conclave](http://www.ags.org/conclave) or emailing [membership@ags.org](mailto:membership@ags.org) to learn more. Do you have any questions for me on how to get the most out of your membership?”

* **Suggestions should they respond with “Yes.”**
  + - * *Proceed as you see fit; then proceed to Ending the Call*
* **Suggestions should they respond with "NO."**
  + *Gather feedback and share with AGS HQ at* [membership@ags.org](mailto:membership@ags.org).

**Ending the call**

* *If necessary, update AGS HQ with next steps at* [membership@ags.org](mailto:membership@ags.org).

**Conclave Talking Points**

* Conclave is hosted at the Hilton in Austin, TX, April 15-17 with pre-conference events starting April 14.
* Conclave is the event in the industry where jewelry professionals can focus on education and professional development without the pressures of buying and selling.
* The event is comprised of keynote, featured, and breakout education sessions as well as networking events:
  + Keynote Speakers:
    - Opening – Jesse Cole – [click here](https://www.americangemsociety.org/conclave-2024-keynote-speakers/) to learn more.
    - All Keynote speakers are listed [here](https://www.americangemsociety.org/conclave-2024-keynote-speakers/)!
    - All Featured speakers are listed [here](https://www.americangemsociety.org/conclave-2024-featured-speakers/)!
  + Breakout Education Tracks:
    - Gemology (including hands-on classes)
    - Business Management
    - Marketing
    - Sales
    - Technology
    - Appraising
    - Products and Services
  + Schedule of events is [here](https://www.americangemsociety.org/conclave-2024-schedule)
* In addition to education, there are tons of opportunities for relationship building, giving members the chance to take advantage of peer to peer mentoring, and new business development.
* In this three-day conference, you can take up to 12 hours of breakout education, and grow your social network over 20 hours of networking opportunities
* Included in the cost of registration are two breakfasts, three lunches, and five reception events (with food and libations)