



2021 Mindshare Event “Save the Date” Announcement

NextGen Technology Group is pleased to announce the first post-pandemic **Mindshare** educational, collaboration, and training event of 2021 in **Charlotte, NC** on **Monday, August 30th** and **Tuesday, August 31st**.

This event will be held at the **Embassy Suites Hilton Charlotte Uptown**. The Embassy Suites by Hilton Charlotte Uptown hotel is located across from the Charlotte Convention Center and the NASCAR Hall of Fame. This Uptown Charlotte hotel is just a short walk to Bank of America, Wells Fargo, Spectrum Center and Bank of America Stadium and is also close to EpiCentre shops, restaurants, nightlife, and the Lynx Light Rail, allowing for quick movement around Charlotte.

This NextGen Q3 Mindshare event will be packed with updates, announcements and member/industry interaction at a deep level. The commitment to NextGen 2.0 continues with additional strategic vendor partners who will be joining us with updates. New vendor partner announcements expected prior to the event. Firelight Media will be joining us at this event with full video recording studio setup in nearby room for planned rollout of member videos. Stay tuned for detailed information to sign up. **Sponsored weekend entertainment includes Nascar Hall of Fame & Charlotte Knights baseball game outing. You can expect the full agenda by next week.**

This meeting will be located in a spacious event room with open access to WiFi for the duration of the event ensuring our members stay connected where needed. Additionally, all event meals are included.

We look forward to gathering with you in Charlotte, NC and once again working through the things that will take our businesses to the next level. Reserve your spot today!

Lodging & Travel Information

Embassy Suites Charlotte Uptown
401 East Martin Luther King Jr. Blvd.
Charlotte, NC 28202
(704) 940-2517



NextGen Room Rate: \$135 per night

We also have a limited number of rooms reserved for the Friday and Saturday prior to the event. We suggest that you book as soon as possible if you would like to come early. If you have any questions, concerns or issues with the booking process, please let us know and we will contact the hotel management to assist!

Booking Link: <https://group.embassysuites.com/3qdfa> or call the hotel directly at (704) 940-2517 and mention the NextGen Group Rates.

Highlights

- Uptown Charlotte hotel a short walk from banks, energy and legal headquarters and shops
- Sports venues and cultural attractions within easy walking distance
- On-site lounge, coffee shop, café, room service and sundries area
- 250 spacious suites with connecting rooms and accessible suites available
- Uptown Charlotte hotel with fitness center, saltwater indoor pool and upper sundeck

Transportation Options

Charlotte/Douglas International Airport

Directions

Follow Uptown Charlotte directions from airport. Property is located off John Belk Freeway, I-277, Exit 1E-Caldwell Street. Take Caldwell Eastbound to MLK Blvd-turn left, hotel is located on right.

Distance from Hotel:10 mi.

Drive Time:20 min.

Registration Instructions for Mindshare Event

(It is very important that you register for this event. We are always working hard to make sure that we have made preparations for you and can only do that if we know you are coming 😊.)

Make your reservations for flight and lodging by Monday, August 2nd.

Send an email to Candace Roberts at candace@nextgengroup.net.

Please include the following information on everyone from your company that is attending:

- Full Name
- Email Address
- Cell Phone No
- Any special dietary requirements
- Travel plans

See you in Charlotte, NC!

DAVID WALLACE

KEYNOTE SPEAKER

2021 NextGen Mindshare

Embassy Suites Charlotte Uptown

David Wallace's personal qualities of insight, vision, problem solving, tact, diplomacy, and leadership have made him a valued business partner for over 30 years. He is an innovative leader who brings years of entrepreneurial experience, gained from starting multiple businesses and running others. He excels in developing sales organizations (strategy, tools, people), growing the enterprise, and leading the organization to profitability. David is adept at the most critical aspects of a sales organization: setting vision and direction, creating focused strategies, communicating clearly and persuasively, developing/mentoring high-performance people, and creating long-term relationships. He is noted for setting aggressive objectives, developing/implementing strategy, leading plan development, and motivating strong teams to meet milestones.

David is a seasoned C-suite executive and entrepreneur who generates confidence and trust. His depth, analytical approach, and intense focus on processes and solutions make him excel at crafting the master organization behind the sales. His people skills help build strong relationships. He also has a passion for teaching and sharing his knowledge/expertise with others.

David is the author of *The Sales Executive Handbook: 8 Essential Elements of Sales Management*. This book focuses on how to build a sales organization. It offers a structured approach to managing your company's sales function.

David's skills and experience encompass sales strategy, designing the organization, its processes and tools, and developing people into a highly effective sales team. To any endeavor, David brings the ability to develop high-functioning teams that deliver sales results, grow the business, and share a common vision.

David earned his MBA from Columbia University, with marketing and finance concentrations and a BA in economics with a computer science minor from Georgetown University. He is active in community, educational, and professional organizations.



SALES
ORGANIZATIONS

SALES
STRATEGY

EMPLOYEE
COMMUNICATION

GOALS &
OBJECTIVES

LEADERSHIP &
DIPLOMACY

Q&A

NextGen
GROUP



NEXTGEN Q3 MINDSHARE

Weekend FUN

Join us in Charlotte early as we mix business with pleasure. Our hotel is conveniently located directly across from the NASCAR museum, so we will venture over there as a group on Saturday. Then on Sunday afternoon, we will take in Charlotte Knights baseball game together.

Saturday
NASCAR Museum
Meet 11am in
lobby



Sunday
Charlotte Knights vs.
Durham Bulls
Meet 4pm in lobby



DINNER PARTY

MONDAY • August 20th

Meet in Lobby

6PM

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**Build Your Own Taco
Bar Menu:**

Fresh Salsa
Homemade Guacamole
Queso Dip
Homemade Tortilla
Chips

Quesadillas
Grilled Chicken
Grilled Steak

Tacos
Grilled Chicken
Grilled Shrimp

Cookies and Brownies

OPEN BAR

