

WEDNESDAY AUGUST 13

11:00 A.M. - 8:00 P.M.

Product EXPO

*Marriott Greensboro Downtown
Level 2*

12:00 - 3:00 P.M.

GMTSS Train the Trainer Workshop

*Marriott Greensboro Downtown
Governor's Ballroom Level 1*

3:30 - 5:00 P.M.

WebCenters

*Marriott Greensboro Downtown
Governor's Ballroom Level 1*

Jason Pelland, Director of
Business Integration

4:30 - 5:00 P.M.

International UFO Meeting

Invitation only

*Tanger Center Founders Lounge
Level 2*

5:00 - 6:00 P.M.

Challenge Reception

*Tanger Center Lee Wrangler
Lounge Level 3*

6:30 - 7:30 P.M.

nutraMetrix®

*Marriott Greensboro Downtown
Governor's Ballroom Level 1*

Brandi Murphy, Director,
Training & Field Development,
nutraMetrix®

7:45 - 8:45 P.M.

GoTrim

*Marriott Greensboro Downtown
Governor's Ballroom Level 1*

Brandi Murphy

WELCOME TO ICON 2025 REGISTRATION

11:00 A.M. - 8:00 P.M.

Wednesday

Marriott Greensboro Downtown

8:00 - 9:30 A.M.

Thursday

Tanger Center

SHOPTALKS

REGISTER NOW →

THURSDAY AUGUST 14

9:30 A.M.

**Special Tribute to JR
Ridinger**

9:50 A.M.

Unleash the Momentum

Marc Ashley, President & COO of
Market America Worldwide

Power Profile

Ted Chou & Emily Cheng

Announcements

Marc Ashley

Lunch

**New UnFranchise® Level
Celebration and Stories**

Steve Bosson, Chief Growth
Officer

**The Builder's Blueprint:
Retailing the Right Way**

Julie Landsiedl, Ezza Saad

**Absorb the Advantage:
The Science of Isotonix®**

Dr. Stan Pierce

8:00 A.M. Doors Open

9:15 A.M. Please be seated

9:30 A.M. General Session

**The New Me:
UFO Transformation
Journeys**

Sean Liew

**Quiz to Conversion:
Duplication in Action**

Elizabeth Weber-Walliser
Joanna Neiderhiser

**That's a Wrap: What's Next
and What to Know**

Marc Ashley

4:30 - 8:30 P.M.

Product EXPO

*Marriott Greensboro Downtown
Level 2*

5:00 P.M.

SHOP Talks

*Marriott Greensboro Downtown
Governor's Ballroom
Level 1*

FRIDAY AUGUST 15

9:30 A.M.

Lights, Camera, Conversion

Steve Ashley, President & COO of SHOP.COM; Jason Pelland, Director of Business Integration; Lina Zuniga; Field Leaders

11:00 A.M.

Building the Business

Loren Ridinger, Co-Founder & CEO of Market America Worldwide

Power Profile

Martin Hui, Langa To

Announcements

Marc Ashley

Lunch

New UnFranchise® Level Celebration and Stories

Steve Bosson

Calendar to Cash Flow: Work It Weekly

Jim Winkler, Chele Boe

8:00 A.M. Doors Open

9:15 A.M. Please be seated

9:30 A.M. General Session

Path to Partnership: Prospect with Purpose, Sponsor with Impact

Brett Portelli, Kevin Duong, Walis Aboumon, Donna Recchione, Dustan Suzuki

That's a Wrap: What's Next and What to Know

Marc Ashley

4:30 – 8:30 P.M.

Product EXPO

*Marriott Greensboro Downtown
Level 2*

5:00 P.M.

SHOP Talks

*Marriott Greensboro Downtown
Governor's Ballroom
Level 1*

SATURDAY AUGUST 16

9:30 A.M.

**The Energy You Bring:
Becoming the Atmosphere**

Marc Ashley

JR Ridinger Award

**Recognition:
Special Awards**

**Chairman's Challenge
Awards**

**Follow-Up Fuel: How the
Follow-Up Formula Wins**

Tammy Hu

Power Profile

Walis-Abdou Aboumon

8:00 A.M. Doors Open

9:15 A.M. Please be seated

9:30 A.M. General Session

Announcements

Marc Ashley

Lunch

2:00 P.M.

Close

Loren Ridinger

**ICON 2025 AFTER
PARTY MASQUERADE**

7:30 P.M.

Tanger Center

SUNDAY AUGUST 17

CORPORATE TOUR

8:00 A.M. – 5:00 P.M.

**Market America
Headquarters**

1302 Pleasant Ridge Rd.,
Greensboro, NC 27409

PRODUCT PICKUP

2 LOCATIONS

MARRIOTT GREENSBORO DOWNTOWN

*Summit Ballroom
Level 1*

Wednesday

11:00 A.M. – 8:00 P.M.

Thursday – Saturday

4:30 P.M. – 8:30 P.M.

Sunday

8:00 A.M. – 5:00 P.M.

MARKET AMERICA HEADQUARTERS

Monday – Friday

9:00 A.M. – 4:30 P.M.

Sunday

During Corporate Tour

8:00 A.M. – 5:00 P.M.

SHOP Talks

REGISTER NOW →

MARRIOTT GREENSBORO DOWNTOWN | GOVERNOR'S BALLROOM **LEVEL 1**

THURSDAY AUGUST 14

5:00 P.M.

The New Me Game Plan: Monetizing Transformation Journeys

Andrew Weissman, Sean Liew

6:30 P.M.

The Wellness Blueprint: Events That Build Health & Wealth

Cheryl Wilson, Tina Rose

FRIDAY AUGUST 15

5:00 P.M.

From Social to Streaming: Selling the New Way

Steve Ashley, Jason Pelland,
Lina Zuniga

7:00 P.M.

The Prospecting Playbook: What Works, What Doesn't

Andrew Weissman, Norm & Mary
Roth, Emily Pennito, Aleksandra
Cummings, Dritan Hodo, Marc
Bernacchi

SUNDAY AUGUST 17

9:00 A.M.

CoPilot Unlocked: Using AI to Multiply Your Momentum

Brandi Murphy, Michael Brady,
Eugene Wallace

11:00 A.M.

ICON Afterglow: Three Moves to Keep You in Orbit

Steve Bosson, Stephanie &
Richard Ng, Emily Pennito,
Aubrey Lueck

SHOP TALKS AGENDA