

## CONNECT Topics of Interest - Member Survey

Every year PHCC asks its members what topics they want to hear about at CONNECT. The list below represents the top topic ideas as recommended by our members for CONNECT 2021 in Kansas City, KS. Please consider these when submitting.

The list below represents the top 10% of topics & they are presented two ways. First by category in the column to the left - then by rank in voting with the topic receiving the most votes first.

*Note: Some topics may appear in one or more categories*

| By Topic   | By rank of vote. Most popular topics first.  |
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| <b>Customer Service</b>  | What education topics would you like to learn about at CONNECT2021?                |
| Effective customer service techniques                          | How to hire and retain skilled workers   |
|  | How to calculate business costs  |
| <b>HR/Workforce Development</b>                                | Policies for taking trucks/vans home   |
| How to hire and retain skilled workers                         | Tax reform   |
| Incentive programs to retain employees                         | How to improve efficiency in your business   |
| Pay policies for on-call work and after hours work             | Business software to improve and streamline your business                          |
| How to implement a wellness program                            | Effective ways to collaborate with others in the industry                          |
| Social media policies for employees                            | Effective customer service techniques  |
| Hiring veterans: Attracting, onboarding, retaining             | How to stay on top of increase safety issues in the workplace.                     |
| Diversity  | Incentive programs to retain employees   |
| How to adapt to a multi-generational workforce                 | Labor Unit Calculator - how to use effectively                                     |
|  | Using data to make decisions for your business                                     |
| <b>Regulations</b>   | Best practices to manage on-call work  |
| Changing federal regulations                                   | Changing federal regulations   |
|  | Project management strategies  |
| <b>Business/Management</b>                                     | How to navigate family business issues   |
| How to calculate business costs                                | Pay policies for on-call work and after-hours training                             |
| Policies for taking trucks and vans home                       | Deploying technology to manage field service businesses and their field workforces |
| Tax reform   | Contract law   |
| How to improve efficiency in your business                     | Streamlining financial management at your company                                  |
| How to stay on top of increased safety issues in the workplace | Contract negotiation   |
| How to effectively use a labor unit calculator                 | How to implement a wellness program  |
| Using data to made decisions for your business                 | Preventative maintenance and agreements  |

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| Best practices to manage on-call work  |
| Project management strategies  |
| How to navigate family business issues   |
| Deploying technology to manage field service business and the field workforces |
| Streamlining financial management at your company                              |
| How the LEAN practice can improve your profitability and customer service      |
| Identify and manage fraud and theft  |
| How to develop a crisis plan (pandemic, economic, etc)                         |
| How to adapt to a multi-generational workforce                                 |
| Change order management  |
| Contactless communications with customers                                      |
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| <b>Marketing</b>   |
| How to create and cultivate customer relationships                             |
| How to use social media: What to post and best strategies                      |
| How to compete with digital competitors  |
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| <b>Technology</b>  |
| Business software to improve and streamline your business                      |
| Incorporating intelligent equipment - remote diagnostics                       |
| How to compete with digital competitors  |
| Cloud based data: What does it mean?   |
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| <b>Soft Skills</b>   |
| Effective ways to collaborate with others in the industry                      |
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| <b>Products/Services</b>   |
| Technology products/demonstrations   |
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| <b>Legal</b>   |
| Contract law   |
| Contract negotiation   |
| Preventative maintenance agreements  |

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| How the LEAN practice can improve your profitability and customer service |
| Understanding new marijuana Laws & what they mean to my business.         |
| Identify and manage fraud and theft                                       |
| How to develop a crisis plan (Pandemic, Economic, etc)                    |
| Incorporating intelligent equipment – remote diagnostics                  |
| How to compete with digital competitors.                                  |
| Social media policies for employees                                       |
| How to adapt to a multi-generational workforce                            |
| Hiring veterans: Attracting, onboarding, retaining                        |
| Technology product/demonstrations and business best practices             |
| Contactless communication with customers                                  |
| How to create and cultivate customer relationships                        |
| Cloud-based data: What does it mean?                                      |
| Developing trade programs and recruiting younger generation of talent     |
| Diversity   |
| Change order management   |
| How to use social media (what to post and best strategies)                |
| How to tap into robust service and replacement market.                    |

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| Understanding the new marijuana laws and what they mean to your business |
| Tax reform   |
| Identify and manage fraud and theft                                      |
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| Other  |
| Developing trade programs and recruiting younger generation talent       |
| How to tap into robust service and replacement market.                   |
| Identify and manage fraud and theft                                      |