

GEORGIA JEWELERS ASSOCIATION 2025 ANNUAL CONVENTION Friday

Welcome *Hospitality Suite* **4:00 PM- Until...**

Hotel Check in and Registration

Saturday Morning

Breakfast *Cherry* **7:30 -9:00 AM**

Speaker 1 *Rotunda* **9:00-9:50 AM**

The Do's and Don'ts of Social Media to Leverage your Brand
*Presented by Lauren DuBritz Public Relations & Events Manager,
Jewelers of America*

Speaker 2 *Rotunda* **10:20-11:00 AM**

Top Tips to Keep Your Jewelry Store Safe
*Presented by Detective Caleb S. Martin, FBI task force officer with the Forsyth
County, Georgia Sheriff's Office*

Speaker 3 *Rotunda* **11:10-11:55 AM**

Leverage Repairs to Grow Your Business
Presented by Tammy Lail, Owner, TSL Solutions, Inc.

Saturday Evening

Vendors' Showcase and Drinks *Rotunda* **5:30-Dinner**

Dinner and Drinks *Rotunda* **6:30 -7:30 PM**

Charity Auction *Rotunda* **7:00-8:00 PM**

Poker Game and Social *Hospitality Suite* **8:30pm-Midnight**

Sunday Morning

Breakfast *Cherry* **7:30-8:00 AM**

Board Meeting *Rotunda* **8:00-9:00AM**

Speaker 4 *Rotunda* **9:15-10:00 AM**

Turn First-Time Jewelry Buyers into Lifelong Clients
Presented by Suzanne Adams, Director, Business Development, Jewelers Mutual

Design Contest Voting *Rotunda* **10:00-10:15 AM**

Speaker 5 *Rotunda* **10:15-11:00 AM**

Focus on Selling Diamonds, Period
*Presented by Steven Rees, Executive Laboratory Director,
International Gemological Institute*

President's Luncheon
Design Contest Awards Ceremony **11:30-1:00 PM**