



Architectural Profit Through Knowledge Training Program

Date

Location

Attendees

Hosted by

Program Goals

Learn How to Specify Problem Free Tile and Stone Installation Materials

Learn How LATICRETE Can Help You and Architects



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<u>Time</u>	<u>Location</u>	<u>Activities</u>	<u>Presenter</u>
9:00 - 9:45	Class Room	Corporate Welcome Program Overview - Administrative Issues - Attendee Introductions - Project References Around the World - 50 Year Video LATICRETEArchitecturalWelcome.ppt	RSM
9:45 – 10:15	Class Room	Tools for Working with Architects - Lead Generation - National Accounts - Tools Available LATICRETEToolsForArchitects.ppt	SAS
10:15 - 10:30		Break	
10:30 – 11:00	Class Room	How to Plan & Implement an Architectural Blitz LATICRETEArchitecturalBlitz.com	SAS
11:00 – 12:00	Class Room	Architectural Box Lunch -How to Set Up and Present an Effective Architectural -LATICRETE Representative Involvement - AIA/CES Available Courses LATICRETEBoxLunch.ppt	SAS
12:00 – 1:00		Lunch	
1:00- 2:00	Class Room	Green Guard/LEED - What it means to the Architect GreenGuard.ppt	SAS/TSR
2:00– 2:15		Break	
2:15 – 3:00	Class Room	Architectural Guidebook - Online Tour - How and Where to use - How to Read/Write/Review LATICRETE Specifications - Exercise - create your own specification - Submittal packages	SAS/TSR
3:00 - 3:30	Class Room	LATICRETE Systems - What to use and when - System fundamentals LATICRETESystemsEssentials.ppt	TSR



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3:30 – 4:15	Class Room	Direct Adhered Tile & Stone Facades - Structural Considerations - Environmental Factors - Movement Joints FacadesApplications.ppt	SAS/TSR
4:15 – 4:45	Class Room	Warranties and Guarantees -LATICRETE Warranties vs. Competitors LATICRETEWarranty.ppt	RSM/SAS
4:45– 5:00	Class Room	Review of Class and Awards - Why LATICRETE	RSM

The LATICRETE People You Will Meet:
Program Presenters: