

WINnovation

sharing **STORIES** inspiring **ACTION**

2020 SCHEDULE OF EVENTS

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WEDNESDAY, AUGUST 26

**PRE-EVENT
WORKSHOP**
12:00 - 1:00 p.m.

EXPERIENCE DESIGN

Conducted by Danielle Galtore, Founder of Questa Consulting

Join Danielle, a Certified Experience Economy Expert, as she leads you through a workshop on designing a customer experience using the five senses as a framework. In this workshop you will generate ideas for your (real or fictional) business as you learn the principles and rationale on why delivering an experience can help your company be more profitable and endear your customers to your brand. Danielle will provide actual examples of how she used the framework to build, iterate and deliver on a customer centric experience for an award-winning offsite meeting and training business she built in Chicago.



FRIDAY, SEPTEMBER 18

WORKSHOP OPTION I 9:00 - 10:00 a.m.

LEADERSHIP MINDSETS TO THRIVE IN A COVID CLIMATE

Conducted by Dr. Mary Hemphill, Founder of The Limitless Leader

In order to leverage our leadership in this new COVID climate, one must understand how to future-proof their perspectives, develop a system for facing and overcoming common leadership diversions and implement equity-focused strategies into their leadership strategies. In order to leverage 21st century leaders to create 22nd century impact, participants will define + develop a deeper sense of their individual impact in a new pandemic culture. Individuals will learn the importance of practicing conscious consumerism, add tools for empathetic leadership to their strategic tool-boxes and ultimately will be on the journey of positioning themselves for post-pandemic success.

WORKSHOP OPTION II 12:00 - 1:00 p.m.

BRAND-AID, COMPETITIVE ANALYSIS AND BRANDING

Conducted by Deborah J. Oronzio, SCORE Counselor and Mentor

In this workshop guests will learn exercises to use as a precursor to business positioning and branding. Competitive analysis will be used to assess the strengths and weaknesses of current and potential competitors and provide both an offensive and defensive strategic context to identify opportunities and threats. SWOT analysis will help identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives.

WORKSHOP OPTION III 2:00 - 3:00 p.m.

HIGH-TOUCH, HIGH-TECH;

DIGITAL BANKING AND LOCAL EXPERTISE AT YOUR FINGERTIPS

Conducted by Wendy Artis, Senior Small Business Banker for Bank of America

Learn about Bank of America's high-touch, high-tech strategy, and how they continue to stay connected with clients and present them with solutions best fit to meet their needs. Hear about the tools and capabilities Bank of America provides to ensure a simple, efficient and secure way to manage daily finances, wherever you are. Whether you are a business or an individual, our purpose is to help make financial lives better, through the power of every connection and provide local access to expertise to focus on your ever-changing life and business priorities.

WORKSHOP OPTION IV 4:00 - 5:00 p.m.

HOW TO UTILIZE TECHNOLOGY TO THRIVE AS A SMALL BUSINESS

Conducted by Brooke Markevicius, founder of Allobee

Did you know that an average of 40% of business owners' time is spent on non-revenue generating activities? This doesn't have to be the case! Technology allows automation, growth and the ability to scale, no matter your business size. In this workshop, Markevicius will share tips and actionable ways to take your business to the next level by utilizing technology. Tech has allowed her to grow multiple businesses and now support businesses around the world at Allobee.

NETWORKING 5:00 - 5:30 p.m.

CONTINUE THE CONVERSATION

Following the last workshop of the day, we encourage you to grab a refreshment and join fellow guests in our virtual breakout rooms for loosely structured networking.

PANELIST TALKS 5:30 - 7:30 p.m.



SHANA TUCKER



JUDITH CONE



MAVIS GRAGG



KRISTIE NYSTEDT

PANELIST Q&A 7:30 - 8:00 p.m.

LISTEN AND LEARN

Each of our four speakers will share their career journeys, successes, obstacles and lessons learned along the way. The panel will be followed by a live Q&A*. There are two ways to submit questions: In Zoom: Chat button in the bottom of screen | By email: events@waltermagazine.com

**We cannot guarantee that every question will get answered, but we can ensure that your question reaches the intended panelist after the event and they can choose to respond post-event.*