

**YOUR COMMUNITY
BESIDE YOU.
YOUR FUTURE
AHEAD.**



START SOMEWHERE.

Global Entrepreneurship Week KC

Nov. 18-22 // GEWKC.org



What Is GEW?

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups, bring ideas to life, drive economic growth and expand human welfare.

For 12 years, Kansas City consistently has been among the leading cities for GEW events. This year is no exception. With more than 200 activities planned by local organizations, entrepreneurs and businesses, there's truly something for everyone. The wide variety of education, networking and collaborative events let aspiring entrepreneurs and experienced business people share in the spirit of entrepreneurship in KC.

Big Thanks to Our Sponsors

#GEWKC is free because of generous support from the Kansas City community. Big thanks to volunteers, presenters and sponsors for lending your time, talent and support.

Platinum



Gold



Bronze



Go to GEWKC.org to personalize your agenda, review event descriptions and sign up for event updates.

GEWKC Base Camp

This year, Kansas City's 18th and Vine District is your base camp for all things Global Entrepreneurship Week. You'll find the featured events, meet-and-greets, breakout workshops and delectable treats, all right here and all for free.

BE SURE TO CHECK IN AND GRAB YOUR BADGE AT
Black Archives of Mid-America – Kansas City
1722 E. 17th Terrace, Kansas City, MO





Highlighted Events



Monday, Nov. 18, 2019

- 7:30 – 9 a.m.** Food for Thought at GEWKC Kickoff Breakfast: What Do Opportunity Zones Mean for Small Businesses and Investors?
Track: All | Host: Greater Kansas City Chamber of Commerce; KCSOURCELINK
- 4:30 – 6 p.m.** Cheers to Entrepreneurship Happy Hour
Track: All | Sponsor: H&R Block
- 6 – 7:30 p.m.** Rise Up, Get Started Entrepreneurship Showcase: Kansas City's First Entrepreneurship Competition for Formerly Incarcerated People
Track: Social Enterprise | Host: Determination, Incorporated

Tuesday, Nov. 19, 2019

- 9 a.m. – 2 p.m.** Young Entrepreneurs Showcase
Track: All | Host: Dazium Design Solutions; Rockhurst High School; UMKC Office of Financial Literacy



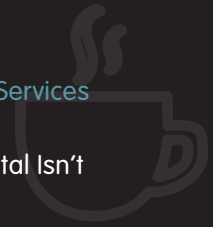
Wednesday, Nov. 20, 2019



- 8 a.m. – 7:30 p.m.** Novel Day
Track: All | Sponsor: Novel City Chamber
- 4:30 – 6 p.m.** AltCap Your Biz: Closing the Deal Happy Hour
Track: All | Host: AltCap

Thursday, Nov. 21, 2019

- 8 a.m. – 7:30 p.m.** Food Business Day
Track: Makers and Creators | Sponsor: Square One Small Business Services at Mid-Continent Public Library
- 4 – 5:30 p.m.** GEWKC Funding Showcase: Fund Your Business When Venture Capital Isn't an Option
Track: All | Host: KCSOURCELINK



Friday, Nov. 22, 2019

- 6 – 7:30 p.m.** GEWKC Wrap-up Celebration: The Most Informative Party You'll Ever Attend
Track: All | Sponsor: Husch Blackwell



Look for H&R Block Advice Alley: Get one-on-one business help from the pros



Monday Daily Agenda

7:30 – 9 a.m.

Food for Thought at GEWKC Kickoff Breakfast: What Do Opportunity Zones Mean for Small Businesses and Investors? | [Track: All](#)

Host: Greater KC Chamber of Commerce; KCSourcelink

8 – 9:30 a.m.

Coffee Kickoff: Kick Off Your Week Networking with Like-Minded Entrepreneurs | [Track: Startups](#) | [Off-site](#)

Host: Blue Springs Chamber of Commerce

10 – 11:30 a.m.

Continued Innovation by Process and Intention | [Track: Tech](#) | [Off-site](#)

Host: Velocity Lee's Summit

Driving Your Business Success with Optimum Strategy Execution: The 5 Essential Practices | [Track: Scalars](#)

Host: Glenski Group | T5E Associates

Enneagram in Entrepreneurship: The Personality Test That Transforms Workplace Relationships |

[Track: Social Enterprise](#)

Host: Michael Shahan, Marriage and Family Therapist, Directors & Officers Coverage

How Entrepreneurs Can Crush Their Marketing Strategy | [Track: Startups](#)

Host: BlackBeard's Media

Interactive Design-Sprint Workshop and Presentation at Crema |

[Track: Scalars](#) | [Off-site](#)

Host: Crema

The Missing Link: How a Local Artist and Businessman Reduced the Cost of Care for the Homeless |

[Track: Social Enterprise](#)

Host: Artists Helping the Homeless

Protecting Your Business: Business Insurance and Risk Management 101 |

[Track: Startups](#)

Host: 180 Insurance

The Psychology of Bonding and Developing a Rapport with Clients on a Deeper Level | [Track: Startups](#)

Host: Sandler Training – ESD

The Resilient Strategy: Goals with Impact | [Track: Social Enterprise](#)

Host: Cultivating Human Resiliency

The Value of Mentoring Entrepreneurs | [Track: Startups](#)

Host: UMKC Regnier Institute for Entrepreneurship and Innovation

Work-Life Balance Is Bogus! What to Strive for Instead? | [Track: Makers and Creators](#)

Host: camiiMac

Noon – 1:30 p.m.

The Business of Freelancing: Where Do You Start? | [Track: Startups](#)

Host: camiiMac

Creative to CEO | [Track: Makers and Creators](#)

Host: President of RE Brands

Finding Your Funding Funnel: Raising Capital for Social Ventures |

[Track: Social Enterprise](#)

Host: Will & Grail

The First Hat You Must Wear as an Entrepreneur | [Track: Startups](#)

Host: Sandler Training – Kansas City

The Real Road to Success: 3 Things Every Entrepreneur Should Have |

[Track: Startups](#)

Host: The Black MasterMind Group

Software Bots and Automation in the Workplace: Understand the Future of Work | [Track: Tech](#)

Host: RPA Labs

Video Made Easy: Make Great Videos with Just Your Cellphone |

[Track: Startups](#)

Host: 180 Insurance

2 – 3:30 p.m.

Build a StoryBrand and Capture Your Customers' Attention |

[Track: Startups](#)

Host: PNB Creative

The Entrepreneurial Equation |

[Track: Startups](#)

Host: Belinda Rogers, financial adviser at Edward Jones

Every Maker Needs a Tribe: Use Your Creative Powers to Earn More and Spend Less Time Selling |

[Track: Makers and Creators](#)

Host: Sword of Joy Consulting

How to Craft a Side Hustle |

[Track: Startups](#)

Host: JG Broadcasting LLC

Kick-Butt Conferencing: How to Get the Most Out of GEWKC |

[Track: Social Enterprise](#)

Host: Clearing for Launch Coaching

Marketing Your Business with Graphics | [Track: Scalars](#)

Host: Launch4Life

Ministerial Entrepreneurship: The Secrets You Can Learn |

[Track: Startups](#) | [Off-site](#)

Host: Nazarene Theological Seminary

Startup Stress: How to Handle It |

[Track: Startups](#)

Host: I connect the dots yoga

Understanding Consumer Behavior to Cater Your E-commerce Experience | [Track: Scalars](#)

Host: UPS

Won't You Be My Neighbor? The Importance of Shared Experiences in Entrepreneurship | [Track: Scalars](#)

Host: Swell Spark

Your A.I. Idea Will Fail (or How I Learned to Stop Worrying and Love Machine Learning) | [Track: Tech](#)

Host: RiskGenius

4 – 5:30 p.m.**Building Blocks for Success: Create Long- and Short-Range Goals |****Track: Startups**

Host: Sandler Training – Kansas City

City Girl Lifestyle: Real-Life Experiences in the Urban Core |**Track: Startups**

Host: The Greenline Initiative

Is Your Business Stuck? 5 Reasons Why Your Business Won't Grow |**Track: Startups**

Host: Entrepreneur Business Basics

Scale Your Business with a Data-Driven Messenger Marketing Campaign |**Track: Tech**

Host: Propensity Digital

Voice Your Value to Earn Your Worth: How to Speak to the Price |**Track: Makers and Creators**

Host: Ginsburg Consulting

What Winning Brands Are Doing on Amazon |**Track: Startups**

Host: Marknology

Whole-istic Wellness: Relieve Stress and Heal the Whole You |**Track: Scalars**

Host: We Got It Covered Catering Services LLC; Thriving Intent LLC

4:30 – 6 p.m.**Cheers to Entrepreneurship Happy Hour |****Track: All**

Host: H&R Block

6 – 7:30 p.m.**Connecting with New People + Growing Your Audience |****Track: Startups**

Host: Uncensored Consulting

The Host with the Most Gets the Most: Maximize Your Marketing by Hosting Your Own Events |**Track: Scalars**

Host: Lendio

How to Start a Podcast |**Track: Makers and Creators**

Host: Startup Hustle Podcast

Leveraging LinkedIn: The Top 10 Ways to Use the Platform to Take Your Business to the Next Level |**Track: Scalars**

Host: Lillian James Creative

Rise Up, Get Started Entrepreneurship Showcase: Kansas City's First Entrepreneurship Competition for Formerly Incarcerated People |**Track: Social Enterprise**

Host: Determination, Incorporated

**Tuesday
Daily Agenda****8 – 9:30 a.m.****The Art of Networking Workshop |****Track: Startups**

Host: Allen Little with A Little Motivation

Balancing Profit and Purpose for Societal Impact |**Track: Social Enterprise**

Host: Will & Grail

How eSports Can Be a Profitable Career |**Track: Tech**

Host: Local Legends Gaming

How to Generate More Referrals and Introductions |**Track: Startups**

Host: Sandler Training – Kansas City

How to Hire, Train and Manage a Salesperson |**Track: Scalars**

Host: Uncensored Consulting

Intellectual Property 101 for Makers and Creators |**Track: Makers and Creators**

Host: Lathrop Gage

Learnable Security: 2 Steps to Create a Robust Security Culture |**Track: Scalars**

Host: Integral Partners

9 a.m. – 2 p.m.**Young Entrepreneurs Showcase |****Track: All**

Host: Dazium Design Solutions; Rockhurst High School; UMKC Office of Financial Literacy

9:30 – 11 a.m.**Pitch Perfect, from Idea to Video Production: Learn to Tell Your Story |****Track: Startups | Off-site**

Host: Velocity Lee's Summit

10 – 11:30 a.m.**The Art of Collaboration: Creating High-Performance Teams |****Track: Scalars**

Host: ResolutionWorks

Components for Creating a Social Media-Driven Event Campaign |**Track: Social Enterprise**

Host: Novella Brandhouse

Decision Framework: A Tool to Help You Make Great Decisions |**Track: Scalars**

Host: Perspectives

How to Best Utilize the Gig Economy |**Track: Startups**

Host: Julie Cortés Freelance Rockstar

How to Start or Grow a Business with Free Resources |**Track: Startups**

Host: U.S. Small Business Administration

How to Start, Build, Book Guests and Drive Revenue with a Podcast |**Track: Makers and Creators**

Host: Lillian James Creative; Joel Goldberg Media

Supply Chain Basics for Entrepreneurs |**Track: Startups**

Host: Warehouse Training Academy

VITAL Leadership: The 5 Keys for Impacting Hearts and Leaving a Legacy That Endures |**Track: Social Enterprise**

Host: Exceeding Life Growth Solutions

Noon – 1:30 p.m.

Entrepreneurship for Impact and Positive Change: Case Studies and Conversations | [Track: Social Enterprise](#)
Host: HOPE International

Home-Based Business Support Group | [Track: Startups](#)
Host: Square One Small Business Services by Mid-Continent Public Library

How Your Coach or Mentor Can Best Help Your Business Achieve Success | [Track: Startups](#)
Host: Speaking Truth LLC

How to Find and Work with Your 'Silent, not So Silent' Partner to Build a Stronger Business | [Track: Makers and Creators](#)
Host: From My Basket

Making Your Artistic Passion Profitable | [Track: Makers and Creators](#)
Host: Cottey College Entrepreneurial Lab

Overcoming Overwhelm: Get Clear, Get Confident and Get Conquering | [Track: Startups](#)
Host: Clearing for Launch Coaching

The Secret to Building a Great Social Media Marketing Community | [Track: Scalars](#)
Host: Rayn Social

Self-Care for the Entrepreneur: Take Care of Yourself and Thrive Professionally | [Track: Startups](#)
Host: Mind Star Health

2 – 3:30 p.m.

Branding Beyond the Basics: Avoid These Common Mistakes | [Track: Startups](#)
Host: nRg design

Community over Competition: Yes, There IS a Right Way to Network and Lead | [Track: Social Enterprise](#)
Host: EZ Visibility

Dominate Your Local Market Online: Move the Needle to Drive Engagement and Reach Business Goals | [Track: Scalars](#)
Host: Voltage

Podcasting: What It Actually Is, Why It's Important and How to Do It Right | [Track: Scalars](#)
Host: Media Club

Using WordPress for E-commerce: Optimizing and Best Practices | [Track: Makers and Creators](#)
Host: 94 West Design

What Lenders Want Startups to Know | [Track: Startups](#)
Host: Lendio – Kansas City

What's the Problem? How to Identify Your B2B Value and Sell More Stuff | [Track: Tech](#)
Host: Kerri Holtzman

Why You Need an Online Marketing Machine | [Track: Startups](#)
Host: Launch4Life

4 – 5:30 p.m.

Becoming a Local Brand, Globally: Preparing for the Digital Shopper | [Track: Scalars](#)
Host: World Trade Center Kansas City

Booze-Free: It's Good For Business | [Track: Social Enterprise](#)
Host: Sans Bar Kansas City

Defining Your Target Market/Ideal Client: It's Paramount to Success | [Track: Startups](#)
Host: Launch4Life

Growing Your Business with Humor, Humility and Grit: Exploring Everyday Lessons and Triumphs of Building a Business from the Ground Up | [Track: Startups](#)
Host: Bee Organized

How to Take Over an Existing Business | [Track: Scalars](#)
Host: Exhibit Associates Inc.

How to Use Pre-Tax Retirement Funds as Business Startup Capital | [Track: Startups](#)
Host: Pension Transfer Advisors LLC

5:30 – 7:30 p.m.

Bunker Brews and the Official Launch Ceremony of Bunker Labs Kansas City | [Track: All](#)
Host: Bunker Labs

6 – 7:30 p.m.

Are You Running Your Business, or Is It Running You? Get the Right Tools for Better Results | [Track: Scalars](#)
Host: Kyle Danner Solutions for Family Businesses

Culture Eats Strategy for Breakfast. So, When Was the Last Time You Evaluated Your Company's Culture? | [Track: Social Enterprise](#)
Host: Middle Man Marketing LLC

Leveraging Partnerships to Reach Your Business and Social Mission with 10 Times the Results | [Track: Social Enterprise](#)
Host: Yellowblue

Makers Making Money: Keys to Craft-Show Success | [Track: Makers and Creators](#)
Host: Strawberry Swing Indie Craft Fair

Powerhouse Presenters: Acosta and Lacy | [Track: Makers and Creators](#)
Host: GUILDit

Startup Hustle Live | [Track: Startups](#)
Host: Startup Hustle Podcast

Voice Your Value(s) to Build Your Personal or Professional Brand | [Track: Social Enterprise](#)
Host: Mind + Matter

6:15 – 8 p.m.

Patent Approaches and Intellectual Property | [Track: Makers and Creators](#) | [Off-site](#)
Host: Inventors Center of Kansas City

Wednesday Daily Agenda

8 – 9:30 a.m.

6 Smart Tips to Run Your Small Business Remotely and Keep It Safe from Hackers | Track: Scalars

Host: Integral

Building a Referral-Based Business | Track: Startups

Host: 180 Insurance

DISC: Do You Understand Your People? Keys to Managing More Efficiently | Track: Scalars

Host: Sandler Training – ESD

DIY Web Hosting: Don't Fear the Template | Track: Startups

Host: Leap of Faith Webhosting

How to Lose Your Job, Follow Your Passion and Create Your Own Vital Nonprofit | Track: Social Enterprise

Host: The Beacon

How They Built It: How Some of Kansas City's Top Leaders Grew Their Businesses | Track: Scalars

Host: Lillian James Creative; HUB International

The Perfect Elevator Pitch: Learn to Tell Your Perfect Story |

Track: Social Enterprise

Host: Allen Little, A Little Motivation

Strategic Customer Care: Make Sure Your Customer Service Team Can Manage Any Situation | Track: Tech

Host: Sandler Training – ESD

The Visual Business Plan: An Expressive Way to Create a Workable Plan for Your Business's Future |

Track: Makers and Creators

Host: Square One Small Business Services by Mid-Continent Public Library

10 – 11:30 a.m.

Becoming the Lion: Gain a Competitive Edge with Custom Solutions for Your Business |

Track: Tech

Host: INNOVA Consulting LLC

Creative Thinking for Solopreneurs: From Idea to Implementation |

Track: Startups

Host: Creatalist

The Deciding Factor: Tips and Techniques to Make Better Decisions | Track: Social Enterprise

Host: Clearing for Launch Coaching

Even If You Hate Social Media, Learn Why It's Important for Your Business | Track: Startups

Host: Launch4Life

Export Essentials: How You Can Leverage Local Resources to Grow Your Business Globally |

Track: Scalars

Host: World Trade Center Kansas City

Grant Prep Boot Camp: How to Write and Apply for Grants | Track: Startups

Host: SCORE

Manage Stress Like a Boss with 3 Key Techniques | Track: Startups

Host: Joyful Millennial LLC

Motivated Marketing: How to Find Customers When You Hate Sales |

Track: Makers and Creators

Host: Sword of Joy Consulting

Steps to Production: How to Get Your Sewn Products from Idea to Launch |

Track: Makers and Creators

Host: Fashion Tech KC

Noon – 1:30 p.m.

Are You an Effective Leader? How Are You Adapting to Shifting Environments, Responsibilities and People? | Track: Scalars

Host: Sandler Training – Kansas City

Mission Over Money: How to Grow When Your Business Is a Ministry |

Track: Social Enterprise

Host: Sword of Joy Consulting

Now That You Are Earning, Are You Protected? Understand Business Fraud and How It Affects Your Bottom Line | Track: Scalars

Host: Bank of Blue Valley

So You Want to Be Fabulous? A Fragrance Designer Workshop |

Track: Makers and Creators

Host: I Brew Perfume

What the Heck Actually Works Today in Social Media?! | Track: Startups

Host: Freelance Exchange of Kansas City

You Have a Logo. Do You Need a Brand? | Track: Startups

Host: camiimac

1 – 4 p.m.

AltCap Your Biz: Closing the Deal Pitch Competition | Track: All

Host: AltCap

1:30 – 3 p.m.

Secret Strategies of Successful Women Startups | Track: Startups | Off-site

Host: Velocity Lee's Summit

2 – 3:30 p.m.

Building Your Business with Your Exit in Mind | Track: Scalars

Host: Lendio – KC Metro

The BUZZING Benefits of BEEing Organized at Work and Home |

Track: Makers and Creators

Host: Bee Organized

Giving Presentations That Move People | Track: Startups

Host: camiimac

How to Rock Your Solo Biz | Track: Makers and Creators

Host: Julie Cortés Freelance Rockstar

Mindfulness at Work: How Cultivating Attention and Awareness Can Help Your Team | [Track: Scalars](#)

Host: Pauzify

The Secret to Multiplying Your Business Using Funnels |

[Track: Startups](#)

Host: CJ Reynolds

Stress, Anxiety and the Startup Entrepreneur: How Meditation and Chair Yoga Can Help You Reboot |

[Track: Startups](#)

Host: I connect the dots yoga

4 – 5:30 p.m.

After-Hours Networking: Talk with Business Owners of All Different Levels and Sizes | [Track: Scalars](#) | [Off-site](#)

Host: Blue Springs Chamber of Commerce

The Basics of Coworking: Everything You Need to Know | [Track: Startups](#)

Host: Kansas City Coworking Alliance

Business of Entrepreneurship 101 | [Track: Makers and Creators](#)

Host: Warehouse Training Academy

Effectively Leveraging Technology and Automation in Your Startup |

[Track: Startups](#)

Host: Clara Biotech

How a Few Minutes of Chair Yoga and Meditation Can Help You Reboot |

[Track: Tech](#)

Host: I connect the dots yoga

Marketing When You Have Nothing to Say | [Track: Startups](#)

Host: No-Where Consultants

Shhhh! How Listening Makes the Loudest Impact |

[Track: Social Enterprise](#)

Host: Unbound

Solve and Evolve: Help Your Business and Team Stand Out from the Competition | [Track: Makers and Creators](#) | [Off-site](#)

Host: Knoll

4:30 – 6 p.m.

[AltCap Your Biz: Closing the Deal Happy Hour](#) | [Track: All](#)

Host: AltCap

6 – 7:30 p.m.

[4 Business Analytics Mistakes and How to Avoid Them](#) | [Track: Tech](#)

Host: Blogging Analytics

[How to Self-Publish Your Book](#) | [Track: Makers and Creators](#)

Host: Matt DeCoursey

[Make It Your Own: Finding a Niche Market](#) | [Track: Startups](#)

Host: unLESHed+Resale

[The Ultimate Leap: Forming a Business without a Plan](#) |

[Track: Startups](#)

Host: Ohm Capital Partners

**Thursday
Daily Agenda**

8 – 9:30 a.m.

[4 Tips to Help You Create a Blog That Can Help Grow Your Business Right Now](#) | [Track: Scalars](#)

Host: Integral

[Creating Training Programs for Small Businesses without Breaking the Bank](#) | [Track: Scalars](#)

Host: Warehouse Training Academy

[Fundamentals of Starting a Food Business](#) | [Track: Makers and Creators](#)

Host: Ennovation Center; Square One Small Business Services by Mid-Continent Public Library

[Get the Word Out and Share Your Business's Story: Key Strategies for Press Releases and Media Relations](#) |

[Track: Scalars](#)

Host: Katie Bean

[The Key to Closing: Master How to Ask Better Questions](#) | [Track: Startups](#)

Host: Sandler Training – ESD

[Spice and Season, Oh My! Oh My! The Magical World of Hillbilly Grilling](#) |

[Track: Makers and Creators](#) | [Off-site](#)

Host: O3FNG Meal STUDIO

8:30 – 10 a.m.

[Connecting with Purpose: How Networking Can Grow Your Organization, Fast!](#) | [Track: Social Enterprise](#) | [Off-site](#)

Host: Sword of Joy Consulting

10 – 11:30 a.m.

[The Connection: Where Bookkeeping and Taxes Meet](#) | [Track: Startups](#)

Host: OCD Financial

[Crisis Communication and Planning: Strategies You Can Use](#) |

[Track: Scalars](#)

Host: Archangel Firm

[Diners, Drive-Ins and Deep Dives: Making Data Work for Your Food Business](#) | [Track: Makers and Creators](#)

Host: Square One Small Business Services by Mid-Continent Public Library

[Don't Call Their Baby Ugly! Sales Questioning for Entrepreneurs](#) |

[Track: Startups](#)

Host: Scott Parman

[How Happy Food Co. Turned a Passion for Food into a Business](#) |

[Track: Makers and Creators](#) | [Off-site](#)

Host: Happy Food Co.

[Leveraging Video for Your Brand on a Bootstrapped Budget](#) | [Track: Startups](#)

Host: Alchemy

[Love Your Talent: How to Get What You Need from Your Creative Employees](#) | [Track: Scalars](#)

Host: camiimac

[Turning Passion into Profit](#) | [Track: Makers and Creators](#)

Host: Safely Delicious LLC

Noon – 1:30 p.m.

[Building a Ridiculously Successful Company Culture](#) | [Track: Scalars](#)

Host: Dr. Frumi Rachel Barr, Scaling 4 Growth

Combine Podcasting, Influencer Status and Passion to Build an Online Business and Change Lives across the Globe | Track: Social Enterprise

Host: Addiction Unlimited

Come Sit Next to Me: Solving Conflicts with Candor and Grace |

Track: Scalars

Host: camiiamac

Having Trouble Getting Financed? Avoid Common Pitfalls and Set Yourself Up for Funding |

Track: Scalars

Host: Alliance for Diverse Business Owners

Women-Owned Restaurants: How Do We Fund Them in KC? | Track: Makers and Creators

Host: Square One Small Business Services by Mid-Continent Public Library

You've Got Your Next Round of Funding ... Now What? How to Build Your Brand and Grow Revenue |

Track: Scalars

Host: Crux KC

1 – 3:30 p.m.

Wine and Say 'Cheese': Update Your Photo, and Network with Creative Minds | Track: Startups | Off-site

Host: Kansas City Kansas Community College, Entrepreneurship and Workforce Center

2 – 3:30 p.m.

Artisans Abroad: How Export Markets Can Open Doors for Your Creative Business | Track: Makers and Creators

Host: World Trade Center Kansas City

Getting Started with Google Ads |

Track: Startups

Host: 94 West Design

Giving Back as a Business Model |

Track: Social Enterprise

Host: The Greenline Initiative

How to Build an Internship Program That Works for You ... and Why You Should | Track: Scalars

Host: AVZ and Associates LLC

The Lazy Person's Guide to Content Creation for Food Businesses |

Track: Makers and Creators

Host: Square One Small Business Services by Mid-Continent Public Library

Sit Still, Move Faster: Add Rocket Fuel to Your Day through Meditation |

Track: Startups

Host: Clearing for Launch

2:30 – 4 p.m.

Wine and Say 'Cheese': Update Your Photo, and Network with Creative Minds | Track: Startups | Off-site

Host: Kansas City Kansas Community College, Entrepreneurship and Workforce Center

4 – 5:30 p.m.

Brewed in Lee's Summit: Lee's Summit Microbreweries Share All |

Track: Startups | Off-site

Host: Velocity Lee's Summit

The Funding Puzzle: Presented by UMKC's E-Scholars OpenAccess |

Track: Startups

Host: UMKC Regnier Institute for Entrepreneurship and Innovation

How the Sauce Gets on the Shelf: Getting Your Food Product in a Store |

Track: Makers and Creators

Host: Square One Small Business Services by Mid-Continent Public Library

GEWKC Funding Showcase: Fund Your Business When Venture Capital Isn't an Option | Track: All

Host: KCSOURCELINK

Scaling Up: What Does It Take? A Pragmatic Look | Track: Scalars

Host: Synthesus LLC

What's Love Got to Do with Your Business? How Marriages, Partnerships and Family Factor In |

Track: Startups

Host: Open the Doors Coaching

Wine and Say 'Cheese': Update Your Photo, and Network with Creative Minds | Track: Startups | Off-site

Host: Kansas City Kansas Community College, Entrepreneurship and Workforce Center

5:30 – 7 p.m.

Wine and Say 'Cheese': Update Your Photo and Network with Creative Minds | Track: Startups | Off-site

Host: Kansas City Kansas Community College, Entrepreneurship and Workforce Center

6 – 7:30 p.m.

Conquer for Good: What to Do with Empathy | Track: Social Enterprise | Off-site

Host: Will & Grail

Ecosystems in Color: The Case for Diverse Ecosystem-Builders |

Track: Social Enterprise

Host: Eastside Collaborative and Forward Cities

Food Business Makes the Economy Go 'round Happy Hour | Track: Makers and Creators

Host: Square One Small Business Services by Mid-Continent Public Library

A Founder's Failure: Stories of Pivots, Screw-Ups and Hard Lessons Learned | Track: Startups

Host: No-Where Consultants

Helping Early-Stage Entrepreneurs Solve Tough Challenges |

Track: Makers and Creators

Host: The Porter House KC/CHES Inc.; Kansas City Startup Foundation

How to Prepare to Do Business with Corporations | Track: Scalars

Host: Connecticut Worldwide LLC

Marketing Impact: How Leading Brands Grow | Track: Scalars

Host: Blue Symphony LLC

Friday Daily Agenda

8 – 9:30 a.m.

5 Effective Ways to Pitch Your Business to the Media | Track: Startups
Host: Integral

Gain Access to Funding | Track: Scalars
Host: Natalie Santonil

Social Entrepreneurship in KC: Learn the Fundamentals of Purpose + Profit | Track: Social Enterprise
Host: Determination, Incorporated and friends

What Entity Type Is Right for My Small Business? | Track: Makers and Creators
Host: Floyd, Meinershagen, & Co.

Your Social Battle Plan: Creating an Effective Editorial Calendar and Content Strategy | Track: Startups
Host: Novella Brandhouse

10 – 11:30 a.m.

5 Gestures of Trust: Connecting Customer Experience to Increased Revenue | Track: Scalars
Host: Better Business Bureau of Greater Kansas City

Creative Nerdery: Bringing Learning to Life and Business | Track: Makers and Creators
Host: Creative Nerdery

Patent Issues for Makers and Creators | Track: Makers and Creators
Host: Lathrop Gage

To Kickstart or Not to Kickstart? A Postmortem | Track: Startups
Host: Shark OFF

Social Entrepreneurship in KC: How We Did It | Track: Social Enterprise
Host: Determination, Incorporated and friends

Understanding and Dealing with the Professional Negotiator | Track: Startups
Host: Sandler Training – Kansas City

Noon – 1:30 p.m.

Being Authentic: A Look at Diversity and Inclusion in the Plant-Based Food Industry | Track: Makers and Creators
Host: Organic Soul KC LLC

Hiring Top Young Talent | Track: Scalars
Host: Sandler Training – Kansas City

How to Create Content Your Audience Craves | Track: Startups
Host: Pop Cap Creative

How to Make Compelling Blog Photos with Your Phone | Track: Startups
Host: Creatalyst

The Last Prospecting Plan You'll Ever Need | Track: Startups
Host: Sandler Training – ESD

Social Entrepreneurship in KC: Network in the Neighborhood | Track: Social Enterprise
Host: Determination, Incorporated and friends

2 – 3:30 p.m.

Post-GEWKC Processing: Ideas, Connections and Goals ... Oh MY! | Track: Startups
Host: Clearing for Launch Coaching

Print and Press Your Own T-Shirt Like a Boss | Track: Makers and Creators
Host: Recycle O Style Custom Made T-Shirt

Social Entrepreneurship in KC: Business Models That Work (for Good) | Track: Social Enterprise
Host: Determination, Incorporated and friends

4 – 5:30 p.m.

Building Company Vision: Sharing Your Vision with Those Tasked to Implement It | Track: Startups
Host: Sandler Training – Kansas City

Simplify Your Visibility Strategy: A Step-by-Step Workshop | Track: Startups
Host: EZVisibility

Social Entrepreneurship in KC: What's Next? | Track: Social Enterprise
Host: Determination, Incorporated and friends

6 – 7:30 p.m.

GEWKC Wrap-up Celebration: The Most Informative Party You'll Ever Attend | Track: All
Host: Husch Blackwell





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