

## **Tuesday, November 17:**

- 1 Welcome - Keynote  
1:30 Networking – small groups
- 2 Workshop/breakout: Understanding and obtaining socially disadvantaged business certifications  
Workshop/breakout: How to start a business  
Workshop/breakout: Diversifying your workforce  
Peer learning/discussion group: Ideas, tips and tricks on how entrepreneurs have pivoted to gain new customers during this chaotic time
- 3 Workshops/breakouts in marketing:
  - Social media
  - Building a brand
  - Creating a customer persona3:30 Peer discussions/shared learning regarding marketing breakouts and workshops
- 4 Workshop/breakout: Using tech to pivot (specifically during COVID-19)  
Workshop/breakout: Growing a business during a recession  
Workshop/breakout: How to make the most of virtual networking  
Peer learning/discussion group: Removing barriers to entrepreneurship

## **Wednesday, November 18:**

- 10 Workshops/breakouts in funding and financing:
  - Debt
  - Equity
  - Terms/paperwork
  - Cash flow10:30 Peer discussions/shared learning regarding funding and financing breakouts and workshops
- 11 Keynote/presenter
- 11:30 Workshops/breakouts in self-health:
  - Yoga
  - Destressing techniques
  - Staying healthy
  - Mental health for founder
- 12 Workshop/breakout: Pivoting a business to a more electronically friendly format  
Workshop/breakout: Tactical marketing strategies for businesses in the virtual space  
Workshop/breakout: Bootstrapping/growth hacking - how to build your business by growing customers without outside funding  
Peer learning/discussion group: Partnering for business growth
- 1 Industry focused breakouts – will be voted on throughout the conference and held here

**Thursday, November 19:**

- 9 Peer learning/discussion group/panel: A Day in the Life of...
- 10 Workshop/breakout: Problem solving methodologies for entrepreneurs, design thinking  
Workshop/breakout: Considerations when deciding to close your business  
Workshop/breakout: Resources for businesses, a walk through the RR  
Peer learning/discussion group: What can the community do to support diverse businesses
- 11 What did we miss? – will vote on four throughout the conference and will be held here
- 12 Keynote/Closing