

Success in Mind Businesswomen Empowerment Conference

Presenters: In Person & Virtual

- 8:15 Registration & Swag Bags, Coffee/Tea/Water (stations)
- 8:45 Welcome & Opening Remarks
- 9:00 Opening Plenary & Kick Off
- 9:25 Transition Time
- 9:30 Morning Session (concurrent sessions)
- 10:30 Break & Transition Time
- 10:45 Morning Session (concurrent sessions)
- 11:45 Transition Time & Lunch
- 12:30 Guest Speaker-Health & Wellness
- 1:00 Break & Transition Time
- 1:15 Afternoon Session (concurrent sessions)
- 2:15 Break & Transition Time
- 2:30 Afternoon Session (concurrent sessions)
- 3:30 Break & Transition Time
- 3:45 Closing Plenary & Closing Remarks
- 4:30 Networking Reception
- 6:00 Event Ends

Track #1 Business Building (1-hour)

- 1 The Art of Conversion: How to Create Successful Pages.
- 2 Sales Calls & Discovery Calls: What's the Difference?
- 3 How to engage and close a client
- 4 Communication & Marketing
- 5 Client Relationships, customer service, and establishing limits
- 6 Time management: Emails, calls, meetings, projects, training.

Track #2 Financial Empowerment (1-hour)

- 1 Strategies to manage forecasting
- 2 Taxes, Taxes & Taxes
- 3 Investment in Retirement
- 4 Managing Medical Expenses: Health Insurance, HSAs, HRAs & FSAs.
- 5 Protection Strategies
- 6 Human Resource Best Practices

Track #3 Legal, Compliance & more (1-hour)

- 1 Tax Compliance
- 2 Wealth Management
- 3 Sole Proprietor, LLC or S-Corp/What's the difference?
- 4 Small Business Exit Strategies: Succession Planning
- 5 Legal Planning
- 6 Audit and navigating the IRS

Track #4 Technology & Cybersecurity (1-hour)

- 1 Understanding AI for business
- 2 Customer relationship management (CRM) system
- 3 Project management software
- 4 Financial management tools
- 5 Online data storage
- 6 Cybersecurity software