



2023 ANNUAL CONFERENCE



DAY ONE | Tuesday, April 18, 2023

- 8:30 AM **Registration**
- 9:00 AM **Opening Remarks and Conference Kick Off**
- 9:30 AM **Opening Plenary "My Entrepreneurial Journey" with Jenn Harper, Founder & CEO of Cheekbone Beauty**
- 10:30 AM **Trade Show & Coffee Break.**
- 11:00 AM **(A) The Map to New Product Creation** with Colleen Hiscock, food scientist, chef and author.
- (B) Brilliant Exit Planning: Be Bold, Be Brave in Your Business Transition and Succession Planning** with Anna Cook, Cox & Palmer & Dorothy Keating, Noseworthy Chapman.
- 12:30 PM **Lunch**
- 1:30 PM **(A) Create Your First Irresistible Lead Magnet** *Unleash the power of your website, grow your audience and business faster* with Kayla Walters, Good Cheer Design.
- (B) Understand the Critical Role of Sponsorship in Your Business.** *A practical guide on how to find sponsors to get your business to the next level* with Judit Lovas & Lesley Galgay, Evenhand Group.
- 3:00 PM **Trade Show Exhibition and Coffee Break.**
- 3:30 PM **(A) Supplier Diversity in Action.** *How Marathon Gold Is Ensuring Diverse Procurement Process* with Tim Williams, Marathon Gold, and Jennifer Bessell, NLOWE.
- (B) Avoiding the People Pitfalls!** *The HR requirements any business owner should have covered when hiring and managing people* with Jess Chapman, Ethree consulting.
- 5:00 PM **Networking Reception and Trade Show Exhibition.**
Cocktails & hors d'oeuvres. Prize draw for a trip for two anywhere PAL flies. You must be in attendance to win.

DAY TWO | Wednesday, April 19, 2023

- 9:00 AM **Kick Off Day 2** with Jennifer Bessell CEO, NLOWE
- 9:30 AM **(A) Electronic Procurement: New tools for doing business with the Government of Canada** with Amy Jones, Procurement Assistance Canada
- (B) Bold Steps 2.0.** *What got you here won't get you there* with Dr. Susan Murray.
- 11:00 AM **Coffee Break.**
- 11:30 AM **Speed Networking.** *Jam-packed hour filled with meeting new business associates.* Chance to win a prize valued at \$750.
- 12:30 PM **Lunch with Keynote Speaker Patricia Lovett-Reid, "Take Charge Now"**