

AGENDA

MORNING ARRIVAL - BREAKFAST 8AM-8:55AM

MORNING GREETING - 9AM-9:45AM

BUSINESS TRACK

Session 1A: 9:50-10:35
Perfect the Interview Process
Speaker: Gina Fernandez
Owner of GDF Coaching, LLC

Session 2A: 10:40-11:25
Increase Employee Health, Increase Productivity
Speaker: Dr. Ransom Morin
Owner of Vitruvian Wellness Center

Session 3A: 11:30-12:15
Reward Your Employees and Reap the Benefits
Speaker: Ashley Kohl
Former WWLP Mass Appeal Co-Host

MARKETING TRACK

Session 1B: 9:50-10:35
Master Digital Marketing
Speaker: Nick Moszynski
Executive Director, Longest Road Media

Session 2B: 10:40-11:25
Facebook Ads – You’re Doing It Wrong
Speaker: Crystal Childs
Marketing Director/Owner Splash Marketing and Creative

Session 3B: 11:30-12:15
Like Me Please! Leveraging Instagram
Speaker: Sailaja N. Joshi
CEO and Founder, Bharat Babies

LUNCH - 12:20PM-1:50PM

Session 4: 1:55-2:35
Social Media – Do It Right and Win
Speaker: Steve Rovithis *Broker/Owner Rovithis Realty*

Session 5A: 2:40-3:25
TBA
Speaker: TBA
More information coming soon.

Session 6A: 3:30-4:15
Stop Networking and Build Relationships
Speaker: Gina Fernandez
Owner of GDF Coaching, LLC

Session 5B: 2:40-3:25
Earned Media: Get Your Story Told
Alison Maloni
Owner, Alison May Public Relations

Session 6B: 3:30-4:15
TBA
Speaker: TBA
More information coming soon.

KEYNOTE - KARA WOLTERS 4:20PM-4:55PM

Overcoming Criticism and Achieving Success

COCKTAILS AND HORS D’OEUVRES 5PM-7PM