

**Success in Mind Businesswomen Empowerment Conference**  
**Presenters: Virtual**

- 8:15 Registration – Cafecito Time/ Networking / Poster Board
- 8:45 **Welcome & Opening Remarks - Host**
- 9:00 **Opening Plenary: Keynote Speaker**
- 9:25 Break / Breakout session – Networking available
- 9:30 **Track #1 Business Building**
- 10:30 Break / Breakout session – Networking available
- 10:45 **Track #2 Financial Empowerment**
- 11:45 Lunch Break - on your own
- 12:30 **Lunchtime Speaker-Health & Wellness**
- 1:00 Break / Breakout session – Networking available
- 1:15 **Track #3 Legal, Compliance & more**
- 2:15 Break / Breakout session – Networking available
- 2:30 **Track #4 Technology & Cybersecurity**
- 3:30 Break / Breakout session – Networking available
- 3:45 **Closing Plenary & Closing Remarks – Host**

**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