

## Thursday September 21

- Registration Opens 1:30 pm - 2:00 pm
- Business Development Workshop 2:00 pm - 5:00 pm

## Friday September 22

- Registration Opens 9:30 am - 10:00 am
- Social Media Marketing Workshop 10:00 am - 1:00 pm
- Lunch 1:00 pm - 2:00 pm
- Investor Readiness Workshop 2:00 pm - 5:00 pm

## Saturday September 23

- Registration Opens 10:30 am - 11:00 am
- Introduction and team building exercises 11:00 am - 12:00 pm
- Afua Hirsch - "Navigating a Journalism Career Surrounding Rising Africa" 12:00 pm - 1:00 pm
- Catered Lunch by Papa L's Kitchen 1:00 pm - 2:00 pm
- Catered Lunch by Papa L's Kitchen 1:00 pm - 2:00 pm
- Nicole Pretorius - "Bridging the digital skills gap: The Importance of Tech Careers for Empowering Women in Africa" 2:00 pm - 3:00 pm
- Khalia Ismain - "Be The Change You Wish To See: Creating a Community Business to Support Community Businesses" 3:00 pm - 4:00 pm
- Break 4:00 pm - 4:30 pm
- Minna Salami - "MsAfropolitan: African Women Taking Space in Media and Blogging" 4:30 pm - 5:30 pm
- Networking and Cocktails by The Hunters Cocktails 5:30 pm - 6:30 pm

## Sunday September 24

- Registration Opens 10:30 am - 11:00 am
- Introduction and team building exercises 11:00 am - 12:00 pm
- Mariatu Turay - "Be Bold, Win, Wear Color: Using design to challenge perceptions of

Africa"	12:00 pm - 1:00 pm
■ Catered Lunch by Papa L's Kitchen	1:00 pm - 2:00 pm
■ Emeka & Ifeyinwa Frederick "Building Winning Partnerships: Making Family Businesses Work"	2:00 pm - 3:00 pm
■ Esther Sitali - "Connecting Brands to Retailers: Harnessing the power of wholesale"	3:00 pm - 4:00 pm
■ Break	4:00 pm - 4:30 pm
■ Eryca Freemantle - "New Platforms: Using Unconventional Media to Expand African Lifestyle into New Markets" <i>"New Platforms: Using Unconventional Media to Expand African Lifestyle into New Markets"</i>	4:30 pm - 5:30 pm
■ Eryca Freemantle - "New Platforms: Using Unconventional Media to Expand African Lifestyle into New Markets"	4:30 pm - 5:30 pm
■ Speed Networking and Cocktails	5:30 pm - 6:30 pm