

## Thursday June 22

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

## Friday June 23

- 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  
*Because no one is happy when they're hungry. Lunch cost is included in the ticket price. And yes - we will always try to have some healthy options because we want our #BossLadies to live long, healthy and fulfilling lives.*
- Investor Readiness Workshop 2:00 pm - 5:00 pm

## Saturday June 24

- Registration Opens 10:30 am - 11:00 am
- Introduction and team building exercises 11:00 am - 12:00 pm
- Disrupting the \$121 Billion Skin Care Industry From My Kitchen with Funlayo Alabi 12:00 pm - 1:00 pm  
(Founder, Shea Radiance)  
*This Power Mom needed a natural, effective solution for her son's eczema, so she turned to a tried-and-true West African remedy, shea butter. Seven years later, she is running a multi-million dollar skin care company.*
- Lunch 1:00 pm - 2:00 pm  
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- Building Winning Partnerships with Afua Osei 2:00 pm - 3:00 pm  
*She's landed partnerships with the likes of Facebook, Oxfam, L'Oreal and more!!*
- Panel: Having An Impact with Rahama Wright ( Founder, Shea Yeleen), Sheri Munis (Executive Director, NewWave Foundation) and Stephanie Kimou (Founder, Population Works Africa)

*This Panel will explore the various ways we can contribute to the continent and have an impact both in Africa and from overseas.*

3:00 pm - 4:00 pm

- Break

4:00 pm - 4:30 pm

- Building Your Personal Brand

4:30 pm - 5:30 pm

*We all know PR is critical to establishing and growing our businesses, but do we know how to build our brand and personal profile so that it shines above the rest??*

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- Speed Networking and Cocktails

5:30 pm - 6:30 pm

*Saturday evenings at the Hive will end in full turn up fashion with cocktails speed networking with your fellow boss ladies as well as the chance to win prizes!*

## **Sunday June 25**

- Registration Opens

10:30 am - 11:00 am

- Introduction and team building exercises

11:00 am - 12:00 pm

- Building A Media Mogul Career with Denise Horn (Head of Corporate

12:00 pm - 1:00 pm

Communications, Turner Broadcasting)

*From working as the Director of African American Press for Hilary Clinton to contracts with Facebook and CNN, Denise knows a thing or two about building an illustrious media mogul career! This is a MUST ATTEND session.*

- Lunch

1:00 pm - 2:00 pm

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- Negotiating For What You Want with Nicole Lamb-Hale (MD, Kroll & Former Assistant

2:00 pm - 3:00 pm

Secretary of Commerce for Manufacturing and Services, U.S. Department of Commerce)

*With more than 20 years of professional experience traversing the private and public sectors globally, Nicole's masterclass will teach you the do's and don'ts of strategic negotiation and advocacy.*

- Managing Your Damn Money with Malcolm Etheridge (Co-Founder, Manage Your

3:00 pm - 4:00 pm

Damn Money)

*This session will connect bullet-point financial advice to your everyday lives*

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Break

4:00 pm - 4:30 pm

- Bringing African Concepts Into The US Market with Maame Boakye, Nana Ama Afari-Dwamena & Nina Oruro (Co-Founders, Dine Diaspora)

4:30 pm - 5:30 pm

*Learn what it takes to successfully introduce African concepts/culture into the US market and then transform this into a sustainable business!*

- Speed Networking and Cocktails

5:30 pm - 6:30 pm

*Saturday evenings at the Hive will end in full turn up fashion with cocktails speed networking with your fellow boss ladies as well as the chance to win prizes!*