



Business Bootcamp

Welcome to Business Bootcamp 2024!

This event is tailor-made for energetic business professionals who can't afford to sit back, zone out, and absorb information slowly. This isn't your typical passive experience; it's a hands-on, high-speed exploration of key topics essential for business growth.

Let's jump in.

DAY 1 | MONDAY MAY 13

8:00 a.m. Registration

8:30 a.m. [Salon A](#) | Panel Session | Navigating Our Workforce Reality

Explore the current landscape of the workforce. This panel will address the evolving challenges and opportunities within today's workforce environment, offering expert strategies for adaptation and success in a constantly changing market.

- *Jennifer Massey, Partner, KBRS*
- *Heather Peters, Senior Associate, KBRS*
- *Constanza Safatle, Founder & CEO, Newbornlander*

10:00 a.m. Refreshment Break

10:30 a.m. Business Bootcamp Workshops

If there's a nagging business issue you just can't solve, or a topic you've been avoiding and can't any longer, you'll want to check out our many workshops. Attendees are welcome to pick the sessions that appeal to them throughout the conference – joining smaller working groups to learn from our expert facilitators.

Choose one of the three workshops.

1. **Salon B | Beyond the Brand: Ensuring that your Business Stands Out**
Heather Dalton, Partner & Eddy Rumsey, Product Marketing Manager, M5
2. **Salon C | Embracing the Future: AI's Transformative Role in the Workplace**
Yves Boudreau, CEO, CareerBeacon
3. **Salon D | Engage, Connect, Influence: The Power of Authenticity on Social Media**
William Dray, Co-owner & Executive Butcher, Andersons

12:30 p.m. Love Local Lunch

Our Love Local Lunch will feature multiple local chefs, restaurants, and breweries at small pop-ups, allowing our members to mix, mingle, and experience the many tastes of St. John's at this fun and interactive networking luncheon.

2:15 p.m. Business Bootcamp Workshops

Choose one of three workshops.

4. **Salon B | Beyond the Brand: Ensuring that your Business Stands Out**
Heather Dalton, Partner & Eddy Rumsey, Product Marketing Manager, M5
5. **Salon C | Embracing the Future: AI's Transformative Role in the Workplace**
Yves Boudreau, CEO, CareerBeacon
6. **Salon D | Engage, Connect, Influence: The Power of Authenticity on Social Media**
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4:00 p.m. Pinnacle Lounge | Happy Hour

M2M MARKETPLACE LIVE

May 13-14 from 8:30 a.m. - 4:30 p.m.

Visit the M2M Marketplace before, after, and in-between sessions to connect with St. John's Board of Trade members and learn about the products and services they offer!

DAY 2 | TUESDAY, MAY 14

8:00 a.m. Registration

8:30 a.m. Salon A | Main Session | The Bigger Picture: Global Economic Trends and Their Local Impact

Dawn Desjardins, Chief Economist, Deloitte

In this discussion, attendees will gain a high-level understanding of the recent global events influencing economic conditions both worldwide and directly here in Newfoundland and Labrador. Dawn will share the latest data on the Canadian economy and explore future expectations for employers.

9:30 a.m. Refreshment Break

10:00 a.m. Business Bootcamp Workshops

Choose one workshop

7. **Salon B | Lawyers in the Hot Seat: Your Most Common Legal Questions Answered**
 - Employment & Labour 101: *Kate O'Neill & Kaylyn Anthony*
 - Why Proper Corporate Records Are More Important Than You Think: *Anna Cook & Atanu Haldar*
 - Tax Tips for Success: *Matthew Peyton & Luke Hayden*
8. **Salon C | Perks vs Purpose: How to Communicate with Purpose to Attract and Retain Top Talent**

Kevin McCann, Managing Partner, & Hayley Shaughnessy, Senior Consultant, NATIONAL Atlantic
9. **Salon D | Moving Beyond Diversity: Fostering Inclusive Workplaces through - Racism and Two-Eyed Seeing Practices.**

Laurabel Mba, Founder, Laurabel Mba Consulting & Tera McDonald, Founder, Kalawikk Diversity

12:00 p.m. Salon A | Lunch Panel | The Journey of Entrepreneurship

Hear from some of our provinces entrepreneurial trailblazers as they share their unique business journeys. This discussion will delve into the challenges, triumphs, and insights gained from starting and growing a business, providing valuable lessons and inspiration for aspiring and established entrepreneurs alike.

- *Gill Whelan, Owner & Founder, Whelan Wellness*

- *Maria Halfyard, Founder, mernini*
- *Mike Winter, Co-Founder & CEO, trophi.ai*
- *Alicia MacDonald, Co-Owner, Port Rexton Brewery*

2:30 p.m. Salon C & D | Ask the Experts

This session is a must-attend for every business owner in need of swift, tailored advice. Each table will be hosted by experts in various fields ranging from legal to AI. Whether you're navigating the complexities of tax laws, crafting a marketing strategy, or need the advice of a HR professional, our subject matter experts are available to help you. Spend as much or as little time as you like at each table – the power of knowledge is in your hands. Connect, inquire, and walk away with actionable insights that could redefine the way you do business.

4:00 p.m. Salon B | Heave Away Happy Hour

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BUSINESS BOOTCAMP WORKSHOPS

DAY 1 | MONDAY, MAY 13

Embracing the Future: AI's Transformative Role in the Workplace

Yves Boudreau, CEO, Career Beacon

This workshop explores the integration of AI across various company functions such as HR, customer support, and sales, focusing on the ethical challenges and operational improvements. Join us to gain actionable insights on utilizing AI to enhance workplace efficiency and address issues like algorithmic bias and data privacy.

Engage, Connect, and Influence: The Power of Authenticity on Social Media

William Dray, Co-Owner of Andersons

Discover the secrets to leveraging authenticity on social media to build trust, reinforce brand identity, and convert followers into loyal customers. This session will guide you through creating genuine content that enhances engagement, distinguishes your brand in the market, and fosters long-term success.

Beyond the Brand: Ensuring That Your Business Stands Out

Heather Dalton, Partner, m5 & Eddy Rumsey, Product Marketing Manager, m5

Explore the art of business storytelling with Heather Dalton and Eddy Rumsey to craft captivating narratives that resonate with customers and elevate your brand. This workshop will teach you strategic storytelling techniques and placement tactics to enhance your market presence and drive tangible business results, helping your offerings stand out in a crowded marketplace.

DAY 2 | TUESDAY, MAY 14

Lawyers in the Hot Seat: Your Most Common Legal Questions Answered

Kate O'Neill, Kayln Anthony, Anna Cook, Atanu Haldar, Matthew Peyton, Luke Hayden, Cox & Palmer

Gain invaluable legal insights across three critical areas: employment and labor management, the importance of maintaining accurate corporate records, and strategic tax planning to maximize your bottom line. Each topic includes a 15-minute discussion followed by a Q&A session, ensuring practical takeaways for enhancing legal strategies in your business operations.

Moving Beyond Diversity: Fostering Inclusive Workplaces Through Anti-Racism and Two-Eyed Seeing Practices

Laurabel Mba, Founder, Laurabel Mba Consulting & Tera McDonald, CEO & Founder, Kalawikk Diversity

Explore actionable strategies to create inclusive and anti-racist workplace environments. This workshop offers practical steps for implementing inclusive business practices, fostering a culture of belonging, and enacting impactful anti-racist initiatives. Through interactive discussions and real-world case studies, attendees will gain the tools and insights needed to drive meaningful change within their organizations.

Perks & Purpose: How to Communicate with Purpose to Attract & Retain Top Talent

Kevin McCann, Managing Partner & Hayley Shaughnessy, Senior Consultant, NATIONAL Atlantic

Learn to navigate the evolving expectations of the workforce, focusing on crafting a compelling employer brand and value proposition. This workshop will provide a roadmap for initiating effective employer branding tailored to any business size and showcase impactful examples of sustainable employer brands that successfully attract and engage top talent.