



Business Bootcamp

2024 Schedule

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. Panel Session | Navigating Our Workforce Reality

- *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

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

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.

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

4:00 p.m. Happy Hour at M2M Marketplace

DAY 2 | TUESDAY, MAY 14

8:00 a.m. Registration

8:30 a.m. Main Session Speaker

9:30 a.m. Refreshment Break

10:00 a.m. Business Bootcamp Workshops

Choose one workshop

- **Lawyers in the Hot Seat: Your Most Common Legal Questions Answered**
Employment & Labour 101: Kate O'Neill & Kayln Anthony
Why Proper Corporate Records Are More Important Than You Think: Anna Cook & Atanu Haldar
Tax Tips for Success: Matthew Peyton & Luke Hayden
- **Moving Beyond Diversity: Fostering Inclusive Workplaces through - Racism and Two-Eyed Seeing Practices.**
Laurabel Mba, Founder, Laurabel Mba Consulting Anti & Tera McDonald, Founder, Kalawikk Diversity
- **Perks vs Purpose: How to Communicate with Purpose to Attract and Retain Top Talent**
Kevin McCann, Managing Partner, & Hayley Shaughnessy, Senior Consultant, NATIONAL Atlantic

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

- *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. 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.

Full list of experts and topics coming soon!

4:00 p.m. Heave Away 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!