



# Business Bootcamp

## 2023 Schedule

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Welcome to Business Bootcamp 2023!

This event is built for busy businesspeople who don't have time to sit back, zone out, and take it all in. Instead, we're excited to welcome you to a sleeves-rolled-up, fast-paced look at topics that will help your business grow.

Let's jump in.

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## DAY 1 | TUESDAY MAY 16

**8:00 a.m.**      **Registration**

**8:30 a.m.**      **DiversityNL Panel Discussion | Diversity, Equity and Inclusion | Shifting Perspectives**

During this discussion facilitated by Stephanie Howett of DiversityNL, we will hear from equity deserving groups and explore the challenges, opportunities, and best practices that businesses can adopt to advance DEI to shape culture and create a place of inclusion and belonging for all people within organizations.

- Tera McDonald (she/they), Qalipu First Nations
- Joann "JoJo" Greeley (she/her), Red Seal Electrician
- Laurabel Mba (she/her), Anti-racism and DEIB consultant.
- Mandy Penny (she/her), InclusionNL

**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. Visual Storytelling on Social Media
2. Go from Feeling Shaky to (Un)Shakeable when it comes to Selling
3. Creating a Culture that Cares

**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.

1. Visual Storytelling on Social Media
2. Go from Feeling Shaky to (Un)Shakeable when it comes to Selling
3. Creating a Culture that Cares

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

## M2M MARKETPLACE LIVE

May 16-17 from 9:00 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!

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## DAY 2 | WEDNESDAY MAY 17

**8:00 a.m.**      **Registration**

**8:30 a.m.**      **Emerging Sector Panel Discussion | The Wind & Hydrogen Opportunity**

We've been hearing a lot about the opportunities that exist for Newfoundland and Labrador in the wind and hydrogen sectors. Our panelists will share their perspective and what they think the future of the industry means for our province.

- Hon. Andrew Parsons, Minister of Industry, Energy and Technology
- Charlene Johnson, CEO, Energy NL
- Kieran Hanley, CEO, econext

**10:00 a.m.**      **Refreshment Break**

**10:30 a.m.**      **Business Bootcamp Workshops**

Choose one workshop

1. Entrepreneurial Insights – Financial Tips Nobody Tells You
2. What's Your Why?
3. Five ways to be a Better Leader

**12:30 p.m.**      **Keynote Luncheon**

The Titan from Triton

**Greg Roberts, Owner and CEO, Mary Brown's**

**2:30 p.m.**      **Business Connect**

Sharing, storytelling, and expertise will be flowing at this world café style session, where attendees can visit 20+ tables to participate in one-on-one conversations with subject-matter-experts. Attendees can circulate in a free-flow format ensuring they have a tailored experience and speak with the experts of their choice.

**4:00 p.m.**      **Heave Away Happy Hour at the M2M Marketplace**

## 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 with a full conference pass may choose the workshops that appeal to them throughout the conference – joining smaller working groups to learn from our expert facilitators.

**MAY 16**

### **Visual Storytelling on Social Media**

Kayla Greene, Studio Verso

Dave Howells, Photographer

In the highly visual world of social media — your storytelling is only limited by your creativity! Join Kayla and Dave to learn some hot takes on why choosing the right social channel will set your brand up for social success, how to be more consistent with your content, why you should be investing in a content bank and how setting milestones will help build your overall brand look and feel.

### **Go from Feeling Shaky to (Un)Shakeable when it comes to Selling**

Kevin Casey, Cal LeGrow

Does the thought of having to sell give you a case of the heebie-jeebies? When you finally get around to making sales call, do you secretly hope no one answers? Do you get tongue-tied when prospects bring up objections? Do you hear “I’m not interested” far too many times? Do sales conversations feel awkward and like a tug-of-war, more than an everyday conversation? Are you getting ghosted from prospects that seemed initially interested? Do you feel rejected when people say ‘no’?

If any of these things resonate, this (un)shakeable sales workshop is for you!

### **Creating a Culture that Cares**

Tessa Whelan, Steph Burry, Sarah Canning, CoLab

Being at work and loving what you do can help boost performance and productivity. Learn how to identify your current culture, establish what you want your culture to be & how to weave those values into the fabric of your company.

MAY 17

### **Entrepreneurial Insights – Financial Tips Nobody Tells You**

Tarah Schulz, Deloitte

Brian Vallis, Piatto pizzeria + enoteca

Do you wish you could pick someone's brain on the ins and outs of business financials? Would you like to chat with an experienced entrepreneur and accountant AT THE SAME TIME? During this session you will learn from two experts who have a comprehensive knowledge and knack for making businesses financially successful + learn valuable real-life tips that are not taught in business school

### **What's Your Why?**

TJ Arch, Target Marketing

The biggest mistake that most companies and organizations do is tell people what they sell, and then try to convince them to buy it. As much as we'd like to think otherwise, we're not rational animals. Great marketing and advertising happens when you figure out your 'why.' Learn what that means, how to find yours, and what to do with it.

### **Five Ways to be a Better Leader**

Anne Whelan, Matthew Head, Ayon Shahed, Seafair Capital

Leaders help create successful environments by promoting communication and collaboration amongst team members. Learn how to be a better leader by fostering a positive work environment, building strong relationships, communicating effectively, encouraging growth and development, and motivating and inspiring others.