### SATURDAY

**9:45 AM**  
**WELCOME**  
Indya Kincannon, Mayor of Knoxville

**10 AM**  
**KEYNOTE | BRANDOLOGY**  
Van Tucker, Launch TN

**11 AM**  
**WORKSHOP | BURN STEADY**  
Allie Mounce and Clare Freeman, Pretty Useful Co.

**12 PM**  
**WORKSHOP | DIGITAL MARKETING 101**  
Austin Church, Balernum

**1 PM**  
**WORKSHOP | GROWTH STRATEGIES 201**  
Bob Camp, CAMPCast Group

**2 PM**  
**PHOTOGRAPHY 101**  
Shawn Poynter, Shawn Poynter Photography

**3 PM**  
**THE ART OF THE PIVOT**  
Chris McAdoo

### SUNDAY

**9:45 AM**  
**WELCOME**  
Tanika Harper, Harper’s Naturals

**10 AM**  
**KEYNOTE | THE CONFIDENCE FORMULA**  
Regina Bonds, Certified Confidence Coach

**11 AM**  
**WORKSHOP | FINDING CREATIVE INSPIRATION**  
Kelle Jolly, Women in Jazz Fest Festival

**12 PM**  
**WORKSHOP | DIGITAL MARKETING 201**  
Hannah Lee and Jess Vossler, 2nd Mile Marketing

**1 PM**  
**WORKSHOP | BUSINESS FUNDAMENTALS 101**  
Terrence Carter, Knoxville Area Urban League  
Eric Amarante, University of Tennessee Law  
Adrienne Webster, AOW Accounting

**2 PM**  
**WORKSHOP | AS SHOPPABLE AS POSSIBLE 201**  
Catherine Porth Cahill, Let Her Speak, and Frank Ramey, Enotto

**3 PM**  
**CLOSING KEYNOTE | MAKE EVERY DAY A HOLIDAY!**  
Stephen Brown, Glitterville