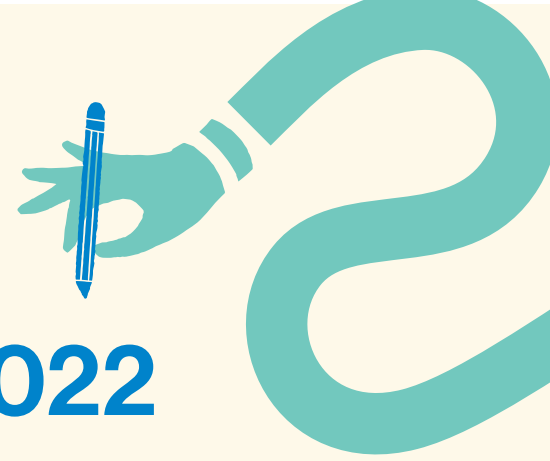


the maker city summit 2022

weekend schedule



FRIDAY, SEPTEMBER 16

5:30 pm SOCIAL: SUMMIT SOIRÉE

SATURDAY, SEPTEMBER 17

8:15 am SIGN-IN

9:00 MAYOR KINCANNON Intro & Council Welcome

9:25 OPENING STATEMENTS: Jasmine Newton, 2022 Summit Committee Chair

9:50 KEYNOTE: Andy J Pizza, Creative Pep Talk : Growth & Creative Process

10:50 SPEAKER: Jarius Bu\$h : Personal Connection

11:50 GROUP ACTIVITY: Amelia Bartlett, Business Strategist & Community Weaver: Boundaries Start with Budgets

12:30 LUNCH

1:30 GROUP WELLNESS ACTIVITY: Booth Andrews, Booth Andrews Company: Whole You: Whole Business

2:10 SPEAKER ACTIVITY: Lindsay Brine, Lindsay Brine Design: Your Brand. It Needs To Move.

3:20 CONVERSATION: Customer Experience+Buyer/Maker Relationship : A conversation about inspiration, product development, and expectations. Leanne McQueen, McQueen Pottery/Studio 212 and Meredith Tizedes, Buyer at Blackberry Farm

4:25 SPEAKER: Erika Biddix, Aught Entrepreneurs/Biddix Meetings & Events: Redefining Community - Connection Over Competition

5:30 SOCIAL: Maple Hall

SUNDAY, SEPTEMBER 18

8:15 SIGN IN

9:00 MC Intro

9:10 WELCOME ACTIVITY

9:30 KEYNOTE: Allie Mounce and Clare Freeman, Pretty Useful Co. : Selling Out (Finding Your Brand Without Losing Your Soul)

10:30 PANEL: Intentional Allyship Through Resources, Vendors, Partnerships and Networking : Jasmine Newton, Javon Renee Portraits (moderator); Damon Rawls, The Innovation Digital Agency; Adrian Hall, Movement Mortgage; Mary Thom Adams, Spark; Claudia Caballero, Centro Hispano de East Tennessee; Dr. Angelique Adams, Angelique Adams Media Solutions, LLC

11:30 BREAKOUTS :
Storytelling for Makers: Public Speaking with Martha Weeks, JAM Camp Communications
Is There Financing Available for My Business? with Sue Malone, Strategies for Small Business
Ecommerce Made Easy: 3 Metrics that Matter with David Harman, Native Maps

12:30 LUNCH

~12:45 BREAKOUT: 30 minutes during lunch for makers in the food industry
The Basics of Starting A Food Business - Everything You Need To Know, and Why a Food Truck Is Not Always The Best Option with Bailey Foster, Real Good Kitchen

1:30 BREAKOUTS:
Teaching Workshops with Ashton Ludden, Relay Ridge: Collaborative Artist Space
Your Legal Foundation for Success and Growth with Haseeb Quereshi, ForthLaw PLLC
Smartphone Product Photography with Saray Taylor-Roman, Taylor-Roman Portrait

2:30 BREAKOUTS:
Design for Life: Creative Strategies to Clarify Your Dreams and Make Them Happen with Zachary Townesmith, Seven Springs Retreats
Wholesale VS. Retail? Find the Best Fit for Your Product with Allyson Viriden, Olde Viriden's Tennessee Pepper Company
Digital Ads: Mapping Out Your Own Strategy with Rhett Talbert, Loch & Key Productions, Marketing

3:40 PANEL: Make the Journey : Jalyann Baker, Photographer/storyteller/100Knox; Curtis Glover, Curtis Glover Creative; Marcus Hall, Marc Nelson Denim, Eugenia Almeida, A New Hue

4:40 CLOSING STATEMENTS: Jasmine Newton, 2022 Summit Committee Chair

