



## BOLD SUMMIT 2017 AGENDA

MONDAY, SEPTEMBER 25<sup>TH</sup> – BOLD SUMMIT DAY ONE

- 9.00AM – 10.00AM REGISTRATION
- 10.00AM – 10.15AM BENJAMIN AND JULIA BOLD WELCOME!
- 10.20AM – 11:30AM BOLD MASTER - BARCLAY BUTERA PRESENTATION AND AUDIENCE Q&A
- 11.30AM – 12.15AM MORNING BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR SHOWCASE
- 12.15PM – 1.15PM JULIA MOLLOY – SELF ASSESSMENT – PLANTING THE SEEDS – BUSINESS MODEL OPPORTUNITIES
- 1.15PM – 2.15PM MIKE PETERSON – LUXE MAGAZINE – LUXURY & BRAND IDENTITY
- 2.30AM – 3.30PM LUNCH – GOLD BALLROOM – CONGRESS PLAZA – SPONSORED BY FISHER PAYKEL
- ### **FISHER & PAYKEL**
- 3.30PM – 4.30PM PANEL – MAPPING OUT YOUR FUTURE – REVENUE OPPORTUNITIES – WHAT YOU NEED TO KNOW  
MODERATOR: JULIA MOLLOY  
PANELISTS: LESLIE CAROTHERS, CHRISTOPHER GRUBB,  
GREGORY VARGO, WANDA GOZDZ, MARIA KILLAM, KERI MURPHY, MICHELLE WORKMAN
- 4.30PM – 5.00PM AFTERNOON BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR SHOWCASE
- 5.15PM – 6.00PM ROUND TABLE DISCUSSIONS: BARCLAY BUTERA | JAMIE DRAKE | BRANDING | AGING IN PLACE | VIDEO | PRODUCT LAUNCH | ONLINE SALES | PRODUCT LICENSING
- 6.00PM – 6.30PM JULIA MOLLOY – ALIGNING WITH YOUR POWER – END OF DAY WRAP-UP
- 7:00 – 8:30 BOLD COCKTAIL PARTY – SPONSORED BY **CAMBRIA** - ALL THAT JAZZ THEME  
HILTON CHICAGO – 7 MINUTE WALK FROM THEATER
- DINNER ON YOUR OWN



**BOLD SUMMIT**  
BUSINESS OF LUXURY DESIGN

## BOLD COCKTAIL HOUR

MONDAY EVENING DAY 1 – 7PM TO 8:30

SPONSORED BY



C A M B R I A®

THEME:

**ALL THAT JAZZ!**

**OLD SCHOOL CHICAGO SPEAKEASY**



Get snazzy at the photo booth with props, hats, boas and feathers! Let's have some fun!



## TUESDAY, SEPTEMBER 26<sup>TH</sup> – BOLD SUMMIT DAY TWO

- 9.00AM – 9.10AM BENJAMIN - WELCOME
- 9:10AM – 9:30AM BOLD MASTERS – RAY LANGHAMMER -DATING SHOW STYLE: LOVE IT OR LEAVE IT GAME
- 9.30AM –10.30AM BOLD MASTER – PAMELA BABEY - PRESENTATION AND AUDIENCE Q&A
- 10.30AM – 11.00AM KERI MURPHY – USING VIDEO TO POSITION YOURSELF AS THE GO TO EXPERT IN YOUR MARKET
- 11.00AM – 11. 45AM MORNING BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR SHOWCASE
- 11.50AM – 12.15PM JULIA – EMBODYING LEADERSHIP AND LUXURY WITH AUTHENTICITY
- 12.15PM – 12.45PM KEN LEWIS –OPTIMIZE YOUR WEBSITE FOR MAXIMUM IMPACT
- 1.00PM – 1.15PM JULIA – INTRODUCING THE BOLD MASTERMIND ALLIANCE MEMBERSHIP
- 1.15PM – 2.15PM LUNCH - GOLD BALLROOM – CONGRESS PLAZA - SPONSORED BY FISHER PAYKEL

# FISHER & PAYKEL

- 2.30PM – 4.00PM LORI DOLNICK AND PR PANEL – FUTURE FORWARD MARKETING ROADMAP – PUTTING THE PIECES TOGETHER  
MODERATOR: JAMES SWAN  
PANELISTS: LORI DOLNICK, CATHY KEGLEY, LESLIE CAROTHERS, KEN LEWIS, KERI MURPHY
- 4.00PM – 5.15PM JAMIE DRAKE- PRESENTATION AND AUDIENCE Q&A
- 5.15PM – 5.30PM AFTERNOON BREAK – LITE FARE BREAK - BOLD DESIGNER PRODUCT SHOWCASE
- 5.30PM – 6.30PM BOLD MASTER AWARD CEREMONY  
JANET MORAIS  
IN MEMORY OF THOSE WE LOST  
LIVE PERFORMANCE BY LOREN SEAMAN  
CLODAGH  
BARCLAY | PAMELA BABEY | JAMIE DRAKE
- 7.30PM – 11.00PM BOLD MASTERS DINNER – SIGNATURE ROOM ON THE 95<sup>TH</sup> – PRIVATE BLACK TIE DINNER  
IN HONOR OF THE BOLD MASTERS – FUND RAISER EVENT
- OR TOPIC DINNERS – YOUR OPTION



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## BOLD MASTERS BLACK TIE CHARITY DINNER

WE HAVE SEATS FOR 20 ATTENDEES TO OPT FOR THE VIP UPGRADE. ENJOY AN INTIMATE DINNER WITH JAMIE DRAKE, BARCLAY BUTERA AND PAMELA BABEY AS WELL AS THE BOLD SUMMIT SPEAKERS AND A SELECT GROUP OF VIP ATTENDEES!



CALL US RIGHT AWAY TO SECURE YOUR PLACE AT THIS ONCE IN A LIFETIME EVENING!

ONLY 20 PLACES AVAILABLE FOR THIS EXCLUSIVE VIP UPGRADE. \$1,000

BENEFITING:



THE ALPHA WORKSHOPS





## WEDNESDAY, SEPTEMBER 27<sup>TH</sup> – BOLD SUMMIT DAY THREE

- 9.00AM – 9:30AM JAMES SWAN & RAY LANGHAMMER – ABOUT LAST NIGHT – INDUSTRY INSIDER - FASHION  
JULIA – EVERYONE’S HIGHLIGHT FROM LAST NIGHT – MINDSHIFT
- 9.30AM – 10.30AM JULIA – EXPANDING YOUR BRAND USING EMERGING TECHNOLOGIES  
AS AN ALLY – (JOSEPH IO) (JASON HARRIS DESIGN NETWORK) – AUDIENCE INTO REVENUE STREAM
- 10.30AM – 11 :15PM MORNING BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR & DESIGNER SHOWCASE
- 12.30PM – 1.15 JULIA MOLLOY – FINANCE – BILLING AND INCREASING PROFIT MARGINS
- 1.15PM – 2.15PM LUNCH - GOLD BALLROOM – CONGRESS PLAZA - SPONSORED BY FISHER PAYKEL

# FISHER & PAYKEL

- 2.30PM – 3.45PM PANEL – REAL TALK ON BILLING MODELS, FINANCE AND PROFIT MARGINS  
MODERATOR: JULIA MOLLOY  
PANELISTS: CHRISTOPHER RAMEY, CHRISTOPHER GRUBB, SUE FIRESTONE, ANGELA TODD
- 3.45PM – 4.15PM AFTERNOON BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR & DESIGNER SHOWCASE  
BOLD DESIGNER PRODUCT SHOWCASE VOTING – BOLD MASTERMIND SIGN UPS
- 4.15PM –5.15PM ROUND TABLE DISCUSSIONS: PAMELA BABEY | PR | MARKETING | WEBSITE | NEWSLETTERS |  
INCREASING PROFIT MARGINS | FINANCIAL BEST PRACTICES | PR AND OUTREACH | E-MARKETING |  
WEBSITES | GETTING PUBLISHED
- 5.30PM – 5.50PM CRISTOPHER RAMEY – BOLD TAKEAWAYS
- 5.50 – 6:00 JULIA – MINDSHIFT AND ABUNDANCE MENTALITY
- 6.00PM – 6:30PM BOLD DESIGNER PRODUCT SHOWCASE AWARDS, GIVE AWAY’S AND THANK YOU’S

ET VOILA! – THANK YOU!!

TOPIC DINNERS – YOUR OPTION