



## 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 – 1.30PM MIKE PETERSON – LUXE MAGAZINE – LUXURY & BRAND IDENTITY
- 1.30AM – 2.45PM LUNCH - GOLD BALLROOM – CONGRESS PLAZA
- 2.45PM – 3.15PM JULIA MOLLOY – SELF ASSESSMENT – PLANTING THE SEEDS – BUSINESS MODEL OPPORTUNITIES
- 3.20PM – 4.30PM PANEL - STRAIGHT TALK ON EXPANDING YOUR BRAND & BUSINESS MODEL  
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 – ALL THAT JAZZ THEME  
HILTON CHICAGO
- DINNER ON YOUR OWN



## 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 INCREASE SALES

11.00AM – 11.45AM MORNING BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR SHOWCASE

11.50AM – 12.45PM JULIA MOLLOY – FINANCE EXPERT – BILLING AND INCREASING PROFIT MARGINS

12.45PM – 1.15PM JULIA – INTRODUCING THE BOLD MASTERMIND ALLIANCE MEMBERSHIP

1.15PM – 2.15PM LUNCH - GOLD BALLROOM – CONGRESS PLAZA

2.30PM – 4.00PM PANEL – REAL TALK ON BILLING MODELS, FINANCE AND PROFIT MARGINS

MODERATOR: JULIA MOLLOY

PANELISTS: CHRISTOPHER RAMEY, CHRISTOPHER GRUBB, DANNY RUSSO, KERI MURPHY,  
SUE FIRESTONE, FINANCE EXPERT, ANGELA TODD

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

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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



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

- 9.00AM – 9:30AM JAMES SWAN & RAY LANGHAMMER – ABOUT LAST NIGHT – INDUSTRY INSIDER  
JULIA – EVERYONE’S HIGHLIGHT FROM LAST NIGHT – MINDSHIFT
- 9.30AM – 10.30AM JULIA – HARNESSING THE POWER OF YOUR LEADERSHIP STYLE
- 10.30AM – 11:15PM MORNING BREAK – LITE FARE BREAK - LOBBY AREA – SPONSOR & DESIGNER SHOWCASE
- 11.15PM – 12.15PM JULIA – EXPANDING YOUR BRAND USING EMERGING TECHNOLOGIES  
AS AN ALLY – (JOSEPH IO) (SEAN IO) – AUDIENCE INTO REVENUE STREAM
- 12.30PM – 1.15 PM KEN LEWIS –YOUR WEBSITE, SOCIAL MEDIA, E-MARKETING & THE BIG PICTURE
- 1.15PM – 2.15PM LUNCH - GOLD BALLROOM – CONGRESS PLAZA  
TACTICAL LUNCH AND LEARN
- 2.30PM – 3.45PM LORI DOLNICK AND PR PANEL – HOLISTIC VIEW OF PR AND MARKETING IN THE NEW AGE  
MODERATOR: JAMES SWAN  
PANELISTS: LORI DOLNICK, CATHY KEGLEY, CHRISTOPHER GRUBB, LESLIE CAROTHERS
- 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 | 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