



PROGRAM AGENDA

8:30 AM-9 AM	CHECK-IN // VENDOR VISITATION // HEADSHOT CLINIC// NETWORKING // BREAKFAST WITH PB&J CATERING #letscreate FIDELITY BALLROOM 104
9 AM-9:15 AM	WELCOME, CALL TO PURPOSE - DON SHERMAN, EVERGY
9:15 AM - 9:35 AM	KEYNOTE SPEAKER CHRISTINA LONG, CREATE CAMPAIGN
9:35 AM -9:45 AM 9:45 AM-9:50 AM	AGENDA OVERVIEW PANEL: HOW TO BUILD A LOYAL CUSTOMER FOLLOWING <ul style="list-style-type: none"> • BRAY REED - THE BEAUTY SQUARE • OSCAR PINEDA- ESPERANZA COFFEE/LAS ADELITAS • FACILITATOR: KAITLIN DUCKSWORTH, CREATE CAMPAIGN
10:30 AM-10:45 AM	TRANSITION// VENDOR VISITATION
10:45 AM-11:30 AM	WORKSHOP ROTATION 2 SESSIONS (PLEASE SELECT ONE) OPTION 1: ROOM WO110A WHERE TO START - BEGINNING STEPS FOR STARTING A BUSINESS IN ANY INDUSTRY DARRIUS WRIGHT, KANSAS BUSINESS SERVICES, LLC OPTION 2 (A TWO-PART PRESENTATION): ROOM 134 MANAGING YOUR FINANCES SARA BRIDGEWATER & ZECHARIAH ROSE - EY OPTION 3: CERTIFICATION WORKSHOP - INITIAL FILINGS, RENEWALS KANSAS DEPARTMENT OF COMMERCE; CHRIS HAISLETT, CITY OF WICHITA OPTION 4: POSE: WAYS TO OPTIMIZE YOUR BRAND IMAGE SYDNEY MCGROWN, MCGROWN IMAGES
11:30 AM-11:40 AM	TRANSITION// VENDOR VISITATION
11:40 AM-12:20 PM	WORKSHOP ROTATION 2 SESSIONS (PLEASE SELECT ONE) OPTION 1: ROOM WO110B SOCIAL MEDIA MARKETING CORI KOHLMEIER, ADVANTAGE MARKETING OPTION 2 CONT.: ROOM 134 MANAGING YOUR FINANCES SARA BRIDGEWATER & ZECHARIAH ROSE - EY OPTION 3 CONT: CERTIFICATION WORKSHOP KANSAS DEPARTMENT OF COMMERCE; CHRIS HAISLETT, CITY OF WICHITA OPTION 4: ROOM 135 FEDERAL TAXES WHEN HIRING EMPLOYEES OR INDEPENDENT CONTRACTORS (HYBRID SESSION) KRISTA SULLIVAN, IRS



2024 CREATE CAMPAIGN FORUM
 SATURDAY, JULY 20, 2024 | WSU WOOLSEY HALL

PROGRAM AGENDA

12:30-12:45 PM	LUNCH SERVICE WITH CHARCUTISTRY FIDELITY BALLROOM 104
12:45-1:15 PM	PANEL: PERCEPTION MATTERS. NETWORKING AND BUILDING SOCIAL CAPITAL AS AN ENTREPRENEUR <ul style="list-style-type: none"> • FAYOLA “MR. WICHITA” OYATAYO - FAY SOLUTIONS • PHYLCIA THOMPSON- 2 BEATZ BOUTIQUE • FACILITATOR: JOSE VASQUEZ, CREATE CAMPAIGN
1:15-1:20 PM	TRANSITION// VENDOR VISITATION
1:20-1:50 PM	WORKSHOP ROTATION 3 SESSIONS (PLEASE SELECT ONE) OPTION 1: ROOM WO110A SHOP TALK - BEAUTY/BARBER TANISHA ALEXANDER, THE HAIR FAIRY STUDIOS DOMINIQUE DESIREE HUNTER, EVERYTHING POLISHED ESTHETICS OPTION 2: ROOM 135 REAL ESTATE: HOW BUILDINGS ARE BORN - NAVIGATING LEASING AND CONSTRUCTION ALEX IBARRA- HISPANICS IN REAL ESTATE (HIRE) & JP WEIGAND OPTION 3: ROOM 134 CRAFTING DYNAMIC CAPABILITIES STATEMENTS TAYLOR OVERTON, KANSAS DEPARTMENT OF COMMERCE OPTION 4: ROOM 141 ENTREPRENEURS EXCHANGE OPEN CONVERSATION & CONNECTIONS
1:50-2 PM	TRANSITION// VENDOR VISITATION
2-2:30 PM	ROOM 141 FIDELITY BALLROOM SPARK COMMUNITY BUSINESS ACADEMY INFORMATION SESSION ALEJO CABRAL & SANA CHRISTMANN - CREATE CAMPAIGN
2:30-3 PM	PRIZE GIVEAWAYS & CLOSING MESSAGE MUST BE PRESENT TO WIN

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