



# SCHEDULE OF EVENTS

SEPTEMBER 24-25 IN THE MORNINGS - HELD VIRTUALLY

## *Thursday, September 24*

- 9:00 a.m. Welcome
- 9:05 a.m. **How To Handle Your Brand During a Crisis and What to Expect Post-Pandemic** *Rachel Cutrer*
- Learn how successful brands are adapting, and even thriving during the pandemic.
  - Learn the tools you need to start preparing for “post-pandemic” sales and marketing.
  - What to expect for Q4 and holiday sales
- 9:45 a.m. **More Than Making a Sale: Mapping the Customer Journey to Build a Brand** *Rachel Cutrer*
- Tired of cold calling? Build your brand and attract customers directly to YOU.
  - The science behind consumer decisions
- 10:30 a.m. Break
- 10:30 a.m. **Rural Gone Viral** *Tara Tullos*
- Ideas for rural “side hustles” or businesses during the “shop local” movement
  - How to grow a huge national (or international) following and use various social media platforms for their specific purpose.
- 11:15 a.m. **Using Content Marketing to Propel Your Sales and Lead Generation** *Rachel Cutrer*
- Content strategy and platforms available
  - Developing new leads focused around the digital era.
- 11:45 am. *Thursday morning session ends*

## *Friday, September 25*

- 9:00 a.m. **Marketing to Gen Z and Beyond** *Rachel Cutrer*
- Understanding the trends like how people make millions by filming slime videos on YouTube or dancing on TikTok.
  - Can you have a “career” as a fashion blogger?
  - Learn how to capture the attention of this powerful demographic and build lifelong brand loyalty.
- 9:45 a.m. **So You Want to Design Your Own Website** *Sarah Simpson*
- Domain name registration and hosting answers
  - Software needs
  - Using different DIY platforms like Squarespace and Wix
- 10:30 a.m. **Shop Til Your Drop (In Your Pajamas Of Course)** *Carole Arriaga*
- Discussion of how to sell products online from clothing to beef to even cattle semen and embryos.
  - Learn how to setup and maintain your own Shopify store, select apps, do recurring subscriptions and more.
- 11:15 a.m. **Sales Strategies of the World’s Biggest Brands - Learn To Use Them In Your Small Business!** *Rachel Cutrer*
- Learn the biggest trending sales and public relations strategies and how to apply them
  - Adapting your budget post-pandemic and future
  - Using no-cost strategies to help save advertising funds
- 11:45 am. *Thursday morning session ends*