

# Downtown Works Conference Schedule

## Monday, April 27

### Merchandising 8:30am-9:15

Learn how to maximize your space. You have 4 seconds to draw in your customer. Focuses on presentation, displays/fixtures, lighting, signage, music, smell, excitement. - **Speaker pending**

### Customer Service 9:30am-10:15

Invite your employees. Learn the ten foot rule, how to know what the customer wants, and how to seal the deal for repeat shoppers. You want create customer relationships.

- **Rose-Lise Obetz, M.A., Ph.D.-SBDC**

### Financing 10:30am-11:15

Learn how to prepare and how to apply for a small business loan, even if you don't have assets, aren't large enough, or don't qualify for bank financing. Is crowd-funding the right fit?

- **Devon Johnson Women's Economic Ventures (WEV)**

### Interviews & Hiring 11:30am-12:15pm\*

Hiring the right people is the key to success but can be the downfall if done wrong. It is more than knowing what to ask and begins before the interview is even set up. You will gain the tools you need now to hire and retain the best. - **Harriet Cohen, Traning Solutions**

## Tuesday, April 28

### Engage event crowds 8:30am-9:15

Get the crowds into your business. Downtown has over 30 major events a year that attract thousands of people into Downtown. Learn how to capitalize on this influx of customers. - **Ashley Warner & Vincenzo Giammanco Event Promoters, Meredith Hart DVP**

### Social Media 9:30am-10:15

Facebook, Twitter, Instagram, Pinterest and more. Learn the tricks of the trade to boost your likes, views, and engagement. - **Rebecca Chambers, DVP Social Media Manager**

### Marketing & Branding 10:30am-11:15

How to best communicate what you offer to your customers. Connect with customers through your brand and consistent message. - **Simon Dixon, CEO Idea Engineering**

### Tech / Website 11:30am-12:15pm\*

Get expert advice on current trends and what makes a website work, e-commerce and search engine optimization. The impression your website makes will be a deciding factor to many potential customers.

- **Kelly Gray, Kelly Gray Design**

**A Food Truck will be on site for Lunch.**

**\*Lunch and networking directly follow the last session each day.**