

SCHEDULE | DAY 2

8:30am > **Welcome Back!**

9:00am > **Act Like a Business to Get Paid Like One: How to Let Go of What's Holding You Back From Using Your Gifts & Getting Paid For It**
Nicole Walters (The Monetized Life)

9:45am > **Getting Control of Your Cash Flow, Your Inventory, and Your Future**
Paul Erickson (Management One)

10:45am > **Breakout Session #3**

Main Stage // Brick & Mortar Success: Creating Compelling Events & Promotions

Sara Burks (The Boutique Hub), Courtney Cross (Southern Charm), Nicole Whitesell (Adorn), Melody Hammett (Rebel Roots Boutique)

FashionGo A // When Business Gets Personal: Working With Your Spouse
Rachelle Wilde & Chris Minoza (Rachelle M Rustic House of Fashion), Chad & Mendy Riggins (Texas True Threads), Eric & Ashley Alderson (The Boutique Hub)

FashionGo B // Key POS Reports That Will Drive Sales and Profits in Your Store

Allen Williams (Springboard Retail)

ODDI Room // Understanding Your Digital Data: Analytics in Mobile Apps
Baskar Agneeswaran (Vajro)

11:45am > **LUNCH (Bldg 2, Floor 3)**

12:45pm > **The Red Dress Boutique: Building a Mega Boutique Doesn't Happen Alone**
Diana Harbour & Kristen Kacmar (The Red Dress Boutique)

1:45pm > **Breakout Session #4**

Main Stage // Staff Motivation Workshop: "I Can't But We Can Together" – Reducing The Motivational Crisis In Your Business

Sara Burks (The Boutique Hub)

FashionGo A // Facebook Ads Workshop: Step By Step Ad Creation & Maximization

Nadia Martinez (Kallie & Co/Social Ads) & Ashley Alderson (The Boutique Hub)

FashionGo B // Photography Workshop: iPhone to Instagram to I Want This

Jade Beerman, Brooke Beerman Keel & Lexi Beerman Wier (Jadelynn Brooke)

ODDI Room // Shopify Workshop: Advanced Conversion Rate Optimization Strategies for Online Stores

Kelly Vaughn (The Taproom Agency)

2:45pm > **The State of Live Sales**
Brandon Kruse (CommentSold)

3:30pm > **What Does the Future of Boutique Retail Hold? The Vision for 2020**
Ashley Alderson (The Boutique Hub)

4:30 – 6:30pm > **BREAK. Kick up your feet in your hotel room. Grab a drink. Review your notes. Get primed for the evening!**

6:30pm > **Cocktail Party (Bldg 2, Floor 3)**

7:15pm > **Boutique Boss Banquet**

8:00pm > **The Power of You: How To Utilize Your Failures To Boost Your Business**
Ashley LeMieux (The Shine Project)

8:45pm > **Boutique Awards Celebration**

**Big
Announcement**