

SUNDAY, MARCH 19

THE BOUTIQUE SUMMIT // DAY ONE MORNING

- 7:30AM** - REGISTRATION & TRADESHOW OPENS
- 8:45AM** - KICK OFF & WELCOME
- 9:00AM** - OPENING KEYNOTE: ASHLEY ALDERSON (THE BOUTIQUE HUB)
- 10:00AM** - BREAKOUTS #1
 - A (MAIN STAGE) - JANE KASPER**
MASTERING RETENTION MARKETING
 - B - CHRISTYNE GRAY**
7 KEY STRATEGIES TO PERMANENT PROFITABILITY
 - C - MEGAN DIVINCENZO**
BUILDING A MULTI-CHANNEL BRAND FOR RETAIL AND WHOLESALE
 - D - JANZEN TEW**
USING YOUR PHONE FOR PROFESSIONAL PRODUCT PHOTOS
- 11:15AM** - LEADERSHIP & TEAM KEYNOTE: SARA BURKS (THE BOUTIQUE HUB)

SUNDAY, MARCH 19

THE BOUTIQUE SUMMIT // DAY ONE AFTERNOON

- 12:15PM** - PLATED VIP LUNCH WITH VIP MENTORS
- 12:15PM** - GENERAL ATTENDEES - FOOD COURT
- 12:15PM** - SHOP THE TRADESHOW
- 1:45PM** - BREAKOUTS #2
 - A (MAIN STAGE) - KARLI HARRIS PENNINGTON**
CHA-CHING! INCREASING YOUR SALES ONLINE AND SCALING YOUR ECOM
 - B - JOSH ORR**
MORE THAN A STORE - ECOMMERCE GROWTH FOR BRICK AND MORTAR RETAIL
 - C - AMANDA BARBOUR**
PIN IT! OPTIMIZING PINTEREST FOR GROWTH & SALES GENERATION
 - D - CHRYSTAL ROSE**
MASTERING YOUR MENTAL & EMOTIONAL WELLBEING
- 3:10PM** - CLOSING KEYNOTE - JENNA KUTCHER
- 4:15PM** - VIP MENTOR HAPPY HOUR IN VIP LOUNGE
- 4:15-6:30** - SIP & SHOP
- DINNER ON YOUR OWN OR WITH YOUR NEW BOUTIQUE BESTIE!**

MONDAY, MARCH 20

THE BOUTIQUE SUMMIT // DAY TWO MORNING

7:30AM - BREATHWORK SESSION: CHRYSTAL ROSE (BREAKOUT ROOM D)

8:00AM - VIP BREAKFAST IN VIP LOUNGE

8:45AM - WELCOME BACK

9:00AM - SEO KEYNOTE: JEFF FENN
(THE BOUTIQUE HUB)

10:15AM - BREAKOUTS #3

A (MAIN STAGE) - OLIVIA HOPKINS

THE AD-VANTAGE OF ADS: HOW TO MONETIZE SOCIAL MEDIA TO CREATE A CONSISTENT ROI

B - SHANNON GORDON

CONTENT PLANNING WORKSHOP:
HOW TO DO IT ALL WITHOUT DOING IT ALL

C - SARA BURKS

THE 5 BIGGEST MISTAKES TO AVOID
IN RETAIL POST PANDEMIC

D - ANGIE TURNER

IF IT'S WORTH CREATING, IT'S WORTH PROTECTING

11:25AM - BOUTIQUE OWNER CHAT: CHRIS ADAMS
(UNICORN TRIBE & KIWIDROP)

MONDAY, MARCH 20

THE BOUTIQUE SUMMIT // DAY TWO AFTERNOON

12:30PM - PLATED VIP LUNCH WITH VIP MENTORS

12:30PM - GENERAL ATTENDEES - FOOD COURT

12:30PM - LAST CHANCE TO SHOP THE TRADESHOW!

1:40PM - BREAKOUTS #4

A (MAIN STAGE) - PAUL ERICKSON & SARA BURKS

MAXIMIZING SALES POTENTIAL: STRATEGIES FOR INVENTORY MANAGEMENT & CASH FLOW OPTIMIZATION IN BOUTIQUE RETAIL

B - MOLLY LAYLAN & CHARLEE JOHNSTON

TRANSITIONING INTO TIKTOK: A BEGINNER'S GUIDE TO CREATING CONTENT ON TIKTOK

C - GRAYSON DIFONZO

LET'S COLLAB! WORKING WITH INFLUENCERS TO SCALE YOUR BUSINESS IN 2023

D - JASON STOKER

FROM INTAKE TO FULFILLMENT.
CREATING A WAREHOUSE FOR MAXIMUM EFFICIENCY AND PROFITABILITY.

2:50PM - CLOSING KEYNOTE: ASHLEY ALDERSON
(THE BOUTIQUE HUB)

4-6:30 - BREAK --- EAT, REST, BREAK OUT YOUR HAIRSPRAY,
SHOULDER PADS & DANCING SHOES!

6:30-9:30 - ENDING 80S PROM PARTY WITH 80S
GADGETS COVER BAND (TRADE MART ATRIUM)