

# WHAT TO EXPECT AT BB21!

Your first look at the BB21 All-Digital Experience

ALL LIVE PRESENTATIONS ARE SCHEDULED USING EASTERN TIME

## TRANSFORMATION SESSIONS Available Monday, August 2, 2021

17 TOTAL ON-DEMAND  
TRANSFORMATION SESSIONS!

<b>R</b>	<b>RESILIENCE:</b> Business, Economy, and Personal
<b>I</b>	<b>IMPACT:</b> Business Development, Marketing, Communication/Branding, and Community
<b>S</b>	<b>STRENGTH:</b> Team Building, Management, and Strategic Planning
<b>E</b>	<b>EQUITY:</b> Diversity, Equity, and Inclusion; Economic Inclusion, Workforce Diversity, and Diversity of Thought

Session content will be available to all registrants 60 days post-conference.

Program times are subject to change.

LIVE & PRERECORDED   Tuesday, August 3, 2021							
NOON	1 P.M.	2 P.M.	3 P.M.	4 P.M.	5 P.M.	6 P.M.	7 P.M.
1 – 4 P.M. WELCOME: NAVIGATING YOUR ALL-DIGITAL EXPERIENCE SMPS Annual Meeting and RISE Kickoff Event							

LIVE STREAM   Wednesday, August 4, 2021								
NOON	1 P.M.	2 P.M.	3 P.M.	4 P.M.	5 P.M.	6 P.M.	7 P.M.	
NOON – 12:45 P.M. Opening Program and MAX Talk	12:45 – 1 P.M. Break	FOCUS FORWARD   30-MINUTE SESSIONS			4 – 4:30 P.M. MAX Talk	4:30 – 5:30 P.M. Connect With Your Colleagues: Speed Networking		
		15 TOTAL SESSIONS!						
	1 – 1:45 P.M. Connect With Your Colleagues: Speed Networking	2 – 2:30 P.M.	2:45 – 3:15 P.M.	3:30 – 4 P.M.				

LIVE STREAM   Thursday, August 5, 2021								
NOON	1 P.M.	2 P.M.	3 P.M.	4 P.M.	5 P.M.	6 P.M.	7 P.M.	
NOON – 12:45 P.M. Keynote: Bonin Bough	1 – 1:45 P.M. Marketing Communications Awards Program	M LIVE! PANELS		SKILLS ACCELERATION LABS				7 – 8 P.M. Evening of Excellence
		5 TOTAL SESSIONS!		10 TOTAL SESSIONS!				
		2 – 3:15 P.M.		3:30 – 4:15 P.M.	4:30 – 5:15 P.M.			8 P.M. After Party!

LIVE STREAM   Friday, August 6, 2021			
NOON	1 P.M.	2 P.M.	3 P.M.
NOON – 12:45 P.M. Connect With Your Colleagues: Speed Networking	HACKATHONS		2:30 – 3:30 P.M. Closing Program and MAX Talk
	5 TOTAL SESSIONS!		
	1 – 2:15 P.M.	3:30 – 4 P.M. Farewell Celebration and Live Performance	

EARN UP TO  
45 CEUs!

OFFERING 45+  
SESSIONS!

