

BB21 PROGRAM SCHEDULE

ALL SCHEDULES
ARE BASED
ON EASTERN
DAYLIGHT TIME.

MONDAY AUG 2

TRANSFORMATION SESSIONS

(on-demand)

Watch these 45–60 minute sessions at your own pace, on your own time.

- From Servant Leadership to J.E.D.I. Leadership (*Omar Harris*)
- Staff Marketing Programs for a New Age (*Ellen Armour*)
- Interpersonal Effectiveness: Get What you Want and Need (*Gabe Lett*)
- Everyone Has a 7 Figure Story if it's Well Crafted (*Jimmy Nelson*)
- Helping Your Team Manage Through Change (*Cynthia Farrell*)
- The Neuroscience of Buy-In: Keeping Marketing & Technical Staff Talking (*Natalie Bradshaw*)
- Leading, Motivating & Self-Managing Through Adverse & Ambitious Times (*Steve Gavortorta*)
- Repurposing Content Isn't Lazy! Become a Better Steward (*Jennifer Lerner & Christina Beaird*)
- Finance & Marketing: Partnering for Success (*Ralph Picano and Tom Brzezinski, moderated by Donna Jakubowicz*)
- Impact Through Marketing & Business Development Integration (*Carla Thompson*)
- Navigating Through Organizational Change (*Sallyann Hulick*)
- Cultural Inheritances Are Powerful (*Uniqueka Walcott*)
- Resilience: 5 Steps to Make the Impossible Possible (*Ben Nemtin*)
- CMO Leadership: Building a Marketing/ BD Team for the Future (*Danielle Feroleto*)
- Stop Asking for Copy & Start Interviewing! (*Cricket Robertson*)
- Writing for the Win (*Carrie Stallwitz*)
- DAM You Need This (Digital Assessment Management) (*David Lipsey*)
- The Interculturally Competent Leader (*TBD*)
- Economist Discussion (*TBD*)

EXPO HALL!

Wednesday, Aug 4

Visit the Expo Hall & Speed Networking Lounge!

- 11:45 AM
- 4:30-5:30PM

Thursday, Aug 5

Visit the Expo Hall between your sessions!

- 1:45–2:00 PM
- 3:15–3:30 PM
- 4:15–4:30 PM
- 5:15–5:30 PM

Friday, Aug 6

Start your day at the Expo Hall & Speed Networking Lounge!

- 12:00-12:45 PM

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TUESDAY AUG 3

1:00–2:00 PM

ARRIVAL EXPERIENCE

- Navigating Your Experience
- Know Where to Go
- Business Transformed Through Marketing Leadership (State of the Society)

2:00–2:45 PM

ASK US ANYTHING

(Live with the Build Business Planning Committee)

WEDNESDAY AUG 4

Noon–12:45 PM

■ MAX KEYNOTE

- Composing Your World (*Kai Kight*)
- The Power of Connection (*BB2021 Committee with Society Leaders*)

1:00–1:45 PM

■ Speed Networking

2:00–2:30 PM

■ Focus Forward Sessions LIVE (Concurrent Sessions)

- Lessons Learned from Branding: Smaller Focused Firms (*Emily Hall, Xylia Buros*)
- CEO Perspectives: Deep Foundations for Resilience & Sustainable Growth (*David Beinett*)
- Best Practices in Corporate Responsibility (*Adeeb Khan*)
- Internal Marketing & Culture (*Dana Lancour, Ryan Maibach*)

2:45–3:15 PM

■ Focus Forward Sessions LIVE (Concurrent Sessions)

- Disrupt Yourself: Marketing BD Disruptors from the Inside Out (*Kelly Thompson, Melissa McDougall Jones*)
- More Than a Mentor: How Sponsors Accelerate Success (*Eileen Scully*)
- Inclusion Starts with Me! (*Kim Pipkin*)
- You Are Not A Victim: Take Control of Marketing Mindset (*Bernice Rios Bako*)
- Leveraging Your Community to Help Build Your Brand (*Susan Brown*)

3:30–4:00 PM

■ Focus Forward Sessions LIVE (Concurrent Sessions)

- How Buildings Influence our Environment (*Angel Dizon—from the State Department*)
- Getting the Most of our Mentoring Relationship (*Alicia Anzis*)
- How Market Research Can Influence Your Strategic Plan (*Sarah Kinard*)
- Lessons Learned from 18 Months of Pivoting (*Brandy Bertram, Yoxara Flores*)
- The Future of PR: Yesterday, Today, Tomorrow (*Hinda Mitchell*)

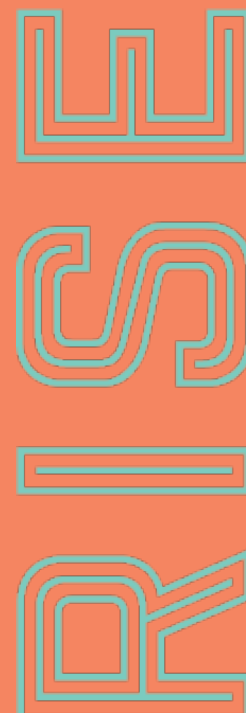
4:00–4:30 PM

■ MAX TALK

- Resilience: Making the Impossible Possible (*Ben Nemtin*)
- Finding Our Pinnacles Beyond Life's False Peaks (*Leah Boltz*)

4:30–5:30 PM

■ Guided Networking



THURSDAY AUG 5

Noon–1:00 PM

- KEYNOTE SPEAKER | BENDING THE CURVE: TOOLS TO UNLOCK ORGANIZATIONAL GROWTH (*Bonin Bough*)

1:00–1:45 PM

- MCA AWARDS PROGRAM

2:00–3:15 PM

- MLive Sessions (Concurrent Sessions)
 - The Impact of BD Planning and Accountability on Firm Growth (*Joy Guinn, Roseanne Schmid, Erik Justesen, Dana Lancour*)
 - CEO Panel: Why Purpose Driven Firms Thrive (*Tim Steigerwald, Eric Keen, Matthew Schottelkotte, Uniqueka Walcott*)
 - C-Suite Panel: Navigating Crisis & Change (*Ron Wathen, Steve Margaroni, Rick Andritsch, Whitney Watson, Becky Zimmermann*)

3:30–4:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
 - Managing a Crisis: The Importance of Communication (*Krystal Paisley, Monica Mosure*)
 - How to Use Employee Generated Video To Move Your Business Forward (*Elena Valentine, Jennifer Stanton*)
 - Understanding Accessibility from Proposal to Deliverables (*Dax Castro*)
 - Health Optimization: The Powerhouse for Building Personal & Professional Resilience (*Tara Kinsella, Victoria Hatch*)
 - Is Your Content Delivering Results? A Content Marketing Master Class (*Ida Cheinman*)

4:30–5:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
 - How Project Management Professional (PMP) Principles Can Transform Marketing (*Kristi Bigelow, Faith Perez*)
 - Perfect the Professional Bio Statement (*Xylia Buros*)
 - How To Create Engagement In Virtual and Hybrid Meetings (*Cathy Hutchison, Craig Janssen*)
 - Timing is Everything: Managing the Communication when a Principal Retires (*Reagan Branham*)
 - Refresh Your Feed: The Ultimate Digital Toolkit (*Meagan Camp*)

7:00–8:00 PM

- EVENING OF EXCELLENCE AWARDS PROGRAM (EOE)

8:00–9:00 PM

- Afterparty Entertainment

FRIDAY AUG 6

Noon–12:45 PM

- Guided Networking

1:00–2:15 PM

- Hackathons
 - Leveraging Your CRM as an Effective Business Tool (*Courtney Kearney*)
 - Candid Conversations: Are you ready to talk? (DEI focus) (*Kevin Coleman*)
 - Interview Innovation: From Common to Compelling (*Rob Langejans*)
 - Collaboration Platforms: What they are and what they're good for (*Bethany Smith, Jen Newman, Meagan Camp*)
 - So You Want To Develop a Client Experience Program: Where Do I Begin? (*Blake Godwin, Steven Keith*)

2:30 –3:00 PM

- MAX TALK AND CLOSING CONFERENCE REMARKS
 - Resilience: Revising the vision (*Kai Kight*)

3:00 –3:30 PM

- FAREWELL CELEBRATION (Entertainment)