



# Expanding Entrepreneurship March 25, 2020 Olds, Alberta

Pomeroy Inn & Suites at Olds College



## BONUS! Networking Event

**Tuesday, March 24**

6:00 pm	Cocktails
7:00 to 8:00 pm	Opening Speaker
9:00 pm	Closing Remarks

## POWER UP! CONFERENCE

**Wednesday, March 25**

8:00 am to 8:45 am	Registration
8:45 am	Opening Comments



Q Rasi

**9 am Opening Keynote**

### Q RASI

#### **"Exponential Entrepreneurship"**

*Entrepreneurs leaning on exponentially accelerating technology, exponential growth of markets create business opportunities whose impact or output is disproportionately large – at least 10 times larger – compared to peers because of new organizational techniques that leverage accelerating technologies. In other words, they grow faster, bigger and cheaper than their competition. They know how to constantly keep their companies, ideas and processes focused on the future, moving forward, and leveraging the latest exponential growth techniques in the pursuit of even bigger goals.*

**10:15 am Morning Breakout Sessions**

### YOYIN FAMISULI

**"Business Model Canvas: Part 1"**

*This is the first part of a full-day workshop. Over the course of the day, you will learn how to utilize the Business Model Canvas to develop your idea or transform an existing one. In the morning, you will learn how to use this visual chart to describe, design, challenge and pivot your business model. In the afternoon session, you will have the opportunity to work on a Business Model Canvas for your business or idea with the support of six additional experts.*

### KELLY DOODY

**"Social School"**

#### **The Digital Marketing ABC's Defining the New Decade**

*The 4 P's of marketing have long been outclassed by a more modern equation that sees authenticity, accessibility and authority rise to the top, and now, the profound human need to belong enters the mix as the consumer takes back control. Brands and businesses that are able to set the stage with content, storytelling and values that magnetize their tribe to engage, embrace and advocate on their behalf are winning at every level – economic factors, changing customer behaviors and infinite competition be damned.*

### TIFFANY MATSON

**"Side Hustle 101"**

*Having a side hustle is a smart way to prepare for the future of work. Where to start, how to execute and what to do, to build a successful Side Hustle with the potential to grow into a full time business. Learn how to become the CEO of yourself in this informative and interactive workshop.*

11:30 am Financing Panel Discussion

## HOW TO GET FINANCING AT EVERY STAGE OF YOUR BUSINESS.

Featuring panelists from: Community Futures, Futurepreneurs, Business Link, ATB Financial, CARIN

12:15 pm Lunch & Networking

1:30 pm Afternoon Breakout Sessions

### YOYIN FAMISULI

#### "Business Model Canvas: Part 2"

*This is the first part of a full-day workshop. Over the course of the day, you will learn how to utilize the Business Model Canvas to develop your idea or transform an existing one. In the morning, you will learn how to use this visual chart to describe, design, challenge and pivot your business model. In the afternoon session, you will have the opportunity to work on a Business Model Canvas for your business or idea with the support of six additional experts.*

### CRAIG ELIAS

#### "Close the Sale"

##### **Sales for Startups and Small Companies**

*Do you find it hard to differentiate yourself, struggle to capture peoples' interest, or hate chasing opportunities that don't close? If you answered yes to any of the above then join Craig Elias as Canada's top sales expert (#15 globally on LinkedIn's list of top 50 B2B Sales Experts) shares his sales secrets.*

### ELIZABETH MACRAE

#### "Business Succession"

##### **Exit Planning, the Final Phase of Business Ownership**

*Succession Planning is a term that is becoming more and more common. But what if you don't have a Successor within your family or currently on payroll? Succession Planning is, in fact, an element of the bigger picture that is "Exit Planning". Elizabeth MacRae will speak on the difference and overlap of the two terms, what it means to begin "Planning", and understanding your options as a business owner.*

Graham Sherman



2:45 pm

#### Closing Keynote

### GRAHAM SHERMAN

#### "Unleashing Your Disruptive Behavior"

*The concept of "Disruptive Marketing" has become so buzz-worthy that we often mistake simply being "innovative" with being disrupting. Truly standing out in a tough economy, against monster-sized competition requires the use of part of our brains we don't often access. In fact, we've been taught to suppress our disruptive behavior since childhood – but now it's time to harness those powers of disruption for the benefit of successes as entrepreneurs. Graham Sherman has been shaking things up since he worked on private-sector government and military contracts throughout Afghanistan, to when he began brewing beer and changing the game for small breweries across Alberta.*

*Tool Shed Brewing Company's unique approach to disrupting the market has led to it being nominated for Canadian Entrepreneur of the Year; being named as Calgary's "Top 40 under 40"; and most recently receiving the 2018 business in Calgary Leaders award! After hearing Sherman's story and insights, you'll walk away incredibly inspired and with a clear path to unleashing your own disruptive behavior to transform your business.*

