



Friday, June 23, 2017
Halifax Marriott Harbourfront Hotel

Friday, June 23, 2017		
Time	Event	Room
8:00am - 2:00pm	Registration	Acadia AB
9:00am – 9:20am	Conference Opening – Cynthia Dorrington, Conference Chair	Acadia AB
9:20am – 9:50am	<p>Opening Plenary: Topic: “Expanding Your Reach” - Peter Spurway Facilitator: Cynthia Dorrington</p> <p>In today’s ever-changing business and economic environments, thriving businesses are those that have broadened their horizons to harness the limitless opportunities that exist beyond their immediate borders. Successful businesses are developing and implementing innovative strategies to benefit from new revenue potential, diversified markets, greater access to talent and exposure to new investment opportunities. Join us as we celebrate 20 years of business success at the Black Business Summit 2017, expanding your reach to create businesses without boundaries</p>	Acadia AB
9:50am – 10:00am	Nutrition Break	



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10:00am – 11:00am	<p>Workshop 1: Using Technology to Change Behaviour Presenters: Shaquille Smith, Eleanor Beaton, Mel Hattie Facilitator: Councillor. Lindell Smith</p> <p>How does technology contribute to changing consumer behaviour and experience in today's business world? Behavioural science is moving forward at a pace whereby the consumer experience and investment in technology must be considered a major part of business strategy. Join business experts at this unique and interactive workshop and discover how change in behaviour impacts the bottom line and why customer experience will play a vital role in expanding your business</p>	Acadia AB
11:00am – 12:00pm	<p>Workshop 2: Connecting with Decision Makers Presenter: Cassandra Dorrington, Sayeed El-Darahali Facilitator: Paul Walter</p> <p>Getting in front of key decision makers is vital to expanding your reach. The marketplace is the number one area to look for opportunities. This is a key to developing wildly successful businesses but it's tricky. Successful business leaders have expanded their network by connecting with decision-makers. This workshop will offer insight and expert advice on connecting with the right people in your current or prospective market to grow your business.</p>	Acadia AB



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12:00pm – 2:00pm	Lunch – With Keynote Speaker – Valerie Jarret Former Senior Advisor to President Barack Obama and Chair of the White House Council on Women & Girls	Nova Scotia ABC
2:10pm – 3:00pm	Workshop 3: Secrets of Expansion Presenter: Melissa Macmaster, Mo Handahu, Cathy Akinkumi Facilitator: Ann Divine As the speed of technological revolution increases there will be an ever-increasing number of opportunities that open up. The source of innovation comes from within your existing capabilities and ways of doing business – not the market. Discover what it takes to succeed in the fast-paced and ever-changing Fashion & Music industry. Knowing where to find information and connections are two of the ways to expand your business. This workshop will feature panelist from the fashion and music community, who will discuss the secrets of expanding your reach in these industries.	Acadia AB
3:00pm – 3:15pm	Summit Wrap – Up	
6:00pm – 7:00pm	Networking Reception	Nova Scotia Foyer
7:00pm – 1:00am	Gala Dinner, Business Awards & Dance	Nova Scotia ABC