

WESK

WOMEN ENTREPRENEURS SASKATCHEWAN

EXPERIENCE

Strategies & Technologies in a Digital World



May 23 | Sheraton Cavalier | Saskatoon

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AGENDA

8:30 am Registration / RBC Headshot Lounge

9:00 am **Ryan Townend, CEO**
William Joseph Communications

The Art of Marketing Science seminar provides a clear understanding of how to develop and implement a marketing plan. Areas of discussion include research, strategic planning, brand development, tactical implementation and the importance of measurement.

10:00 am Refuel & Recharge Coffee Break
RBC Headshot Lounge

10:20 am **Digital Marketing Round 1**

Looking at a Brand as an EcoSystem
Frank Collins | Danger Dynamite | South Room

A brand isn't just a logo and a name, it's an intricate web of components ranging from internal culture to public-facing marketing components. Let's look at how the digital assets of a brand work together to create what we call Digital Presence, this includes visual media, brand story, social media, search, listings and of course websites. Each of these elements of digital marketing not only compliments one another but also influence the effectiveness of each other and work to establish a brand's digital presence in their respective marketplace.

Understanding & Shaping your Customer Journey

Jacqueline Cook | Vendasta | West Room

Experiences are more important than products now. In fact, experiences are products. What is a Customer Journey, what does your business' look like, and how is it being shaped by online marketing? In this workshop, Jacqueline will take attendees through a hands-on journey-mapping session so that they may better understand how simple data points and customer interactions can play an important role in improving the customer experience.

Email Marketing Must-Do's!

Kelly Doody | The Social School | Centre/East Room

Prepare to hear unbridled, road-tested advice on the best campaign building, prospect nurturing, triggered sequencing and email automation practices around, and what the world's leading email marketers are doing to tailor, target and turn subscribers into high converting sales gold.

11:15 am

Digital Marketing Round 2

Branding & SEO, a co-dependent relationship

Lauren Knox | Agency Ally | West Room

So you invested in a brand, sat back and watched the profits flood in right? Or maybe you run a successful business based on word of mouth and now want to grow. You just invest in good SEO right?

Businesses get stuck on what to do next once they've hit a pillar in their business relationship. And sometimes they aren't faced with the best advice from industry leaders. Everyone's an expert and there's an agency ready to sell you whatever services they offer – not what's best for your growth.

Knowledge is power, businesses need nurturing. Learn what's right for your business.

Social & Digital Marketing Strategy

Kelly Doody | The Social School | Centre/East Room

Learn about the marketing that matters in 2019 and beyond, and the winning tactics and tools in everything from mobile search and website design, to organic posts and paid reach. This session will help you identify effective digital marketing opportunities for your organization, execute world-class social content and digital campaigns, and optimize your marketing efforts for maximum ROI.

Creating Apps - how to not get lost in the underwear section when looking for long pants!
Colleen Patterson | Territorial | South Room

We live in a digital world and digital content is a must. With all the demands on a business owner, building their website and digital content is usually done by a company who specializes in these areas. This means at some point you will need to communicate with technical people. This can be daunting since the tech world seems to use the language differently than the rest of the world. Join Colleen in this workshop to get tips on how to effectively share the vision of your final product with the technical team to ensure you end up with the solution you want.

12:00 pm

Lunch / RBC Headshot Lounge

Grab some lunch, chat with fellow attendees, and learn a bit about Canadian Business Women in International Trade.

1:00 pm

Manjit Minhas, Co-Founder
Minhas Breweries & Distillery & Judge
on CBC's *Dragons' Den*

**Empowering Women Achieving Business
Success in Male-Dominated Industries**

It's so easy to conflate our positions, roles, and responsibilities with who we really are. It's even easier to be scared when we start to see that these titles no longer represent us fully. Manjit—CEO, entrepreneur, mother, wife, mentor, and investor—gets how hard it can be: especially for women. Creating a full, well-rounded life and career that's truly your own means being brave enough to push the boundaries of your comfort zone, and move beyond the limiting definitions of yourself you may hold.

As the co-founder of a now-\$155 million brewery, Manjit Minhas is living proof that women can—and should—achieve success in even the most male-dominated industries. With her family-owned Minhas Breweries and Distillery, she's combined savvy financial sense with passion, patience, and thick skin. In this keynote, Manjit will share her stories of challenges in her personal and professional life: and how she overcame them, re-define success, and thrive. She explores the tough questions many women in business face in today's fast-paced world where work-life balance can seem like a luxury and true diversity can still seem like a dream.

- 2:00 pm | Meet & Greet with Manjit!
RBC Headshot Lounge
- 2:35 pm | **Expert Forum**
Moderator | Katrina German
Prepare to bring it all together as our workshop facilitators sit down and discuss the latest trends and issues in digital marketing.
- 3:20 pm | Closing Remarks

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