

LUNCH N' LEARN ROUNDTABLES

12:35 – 1:35 PM | DON'T EAT LUNCH ALONE!

Pricing AMA

Ed Lee, HelloAdvisr

Pricing is one of the most powerful levers startups have to effectively grow their company, but also one of the most difficult. Grab lunch and your questions to join pricing and monetization expert Ed Lee, founder and CEO of HelloAdvisr for an AMA on startup pricing.

How to Build Thought Leadership (and Your Personal Brand) on LinkedIn

Neal Schaffer, PDCA Social

Understanding the relationship between personal branding, content, and influence opens up the ability for you to build true thought leadership on the only social network for professionals. This session will be an AMA around the topic of LinkedIn as well as the sub-topics of personal branding and thought leadership and how LinkedIn can be utilized to build both.

DEI Strategy: Thinking Inside the Box

Farida Habeeb, Ph.D., Brilliant Ink

Did you know that diverse customers represent \$8.1T in buying power? Learn about the business case for diversity, equity, and inclusion (DEI) and how to develop an effective DEI strategy that will make your company outperform the competition.

Top 5 Secrets of Time Management

Shari Bowles Gibbons, Anderson Lane & Assocs

Strategic and tactical time allocation is one of the most overlooked and challenging areas. Join Master Corporate Executive Coach, Shari Bowles Gibbons, Managing Partner of Anderson Lane and Associates for a discussion about leveraging time allocation in your organization.

The Power of Creators AMA

Will Eagle, Collab

Whether creators have been a part of your marketing mix or not, in 2022 it seems impossible to ignore them—as well as platforms like TikTok—even for B2B marketers. If you're a marketer being tasked with thinking about how creators deliver to your business needs, this AMA with Will Eagle, VP Strategy at Collab.inc, will set you on a path to success. Come with your questions, bring your lunch, and ask anything.

Public Venture Capital

Delilah Panio, TMX Group

Toronto Stock Exchange (TSX) and TSX Venture Exchange (TSXV) are a unique funding and listing platform for high-growth US companies looking to raise venture capital. The Canadian capital markets and "public venture capital" can be used as an alternative to traditional private capital options while taking advantage of the benefits of being a public company. These benefits include access to capital, acquisition currency, and a path to liquidity for investors and employees.

The ROI of AI

Brian Ray, Maven Wave

If you are a SaaS model and you haven't already fully embraced AI/ML then you might be missing something. Even if you have, have you done an assessment of that capability? Brian Ray, Global Data Science Lead for ATOS / Maven Wave, will cover his 10 Step assessment for MLOps along with some tools to measure ROI you can provide through services to your existing or new clients.

How to Recruit Talent as a Startup

Max Brown, Silicon Beach Talent

Tips and strategies for early stage startups to compete for top talent in a hyper competitive job market. You will be led by highly experienced and co-founder of Silicon Beach Talent, Max Brown.

How to Build Dream Teams

Jennifer Cavender, Robin Advisors

What are the key ingredients to building a team where everyone can work together and stay engaged? Hear how a CPA of 21 years changed everything about the way she designed and ran her teams building on the strengths of each individual.

The Truth about B2B Marketing

Kelsey Galarza and Rebecca Gonzalez, Orange Marketing

B2B Founders may both overestimate, or underestimate the need for marketing, or have limited understanding of how it works in real life. Despite TechCrunch articles to the contrary, B2B "exponential" growth is rarely the result of some really great single tactic. Know what you're getting into, the levers you can pull, and what to expect in this informative and sometimes snarky presentation.

Polishing Your Pitch

Lisa Tsou, The Winning Pitch

A concise and powerful pitch can be the make-or-break in capturing an investor's attention and ultimately getting that check, but what are the little things (and the big things!) that make for that impactful pitch? Get your questions ready for startup funding strategist and expert Lisa Tsou of The Winning Pitch for a lunchtime AMA on pitching for investment.