



WILKES-BARRE CONNECT CONFERENCE



Are you sick and tired of Northeast PA being referred to as a coal region? Well we are. And yes, the coal industry is woven into the community fabric – gifting us with our famous work ethic and dedication. However, it's time we move on. It's time we tell our story. It's time we tell the world about the amazing and creative people, places, and businesses right here in Northeastern PA. Join us for three days in November for the Wilkes-Barre Connect Conference. We kick off on Sunday, November 17th with a cocktail reception, followed by two days of motivating, inspiring, and insightful presentations in three tracks - CONNECT, ELEVATE & INNOVATE. Register today and join the movement!

#NEPAmovement

CONNECT

If you want to grow personally and professionally, it's all leveraging your contacts. In the CONNECT track, learn the tips and tricks from our region's best. The sessions included in this track include:

- Keys to Networking
- Importance of Student Engagement
- Civic Engagement
- Young Leaders Shaping our Community
- Future of Social Media
- Finding the Right Job
- Establishing a Thriving Internship Program

ELEVATE

Are you ready to take that next step? Let us guide you down the right path, with a talented cast in the ELEVATE track. The sessions included in this track include:

- Find Your Passion
- Developing a Successful Business Culture
- Elevating Quality of Life Through Non-Profits
- Branding – Are You In?
- Family Businesses – The Next Generation
- Personal Empowerment
- Importance of Architecture in the Comm. Dev.

INNOVATE

Innovation– driving our local economy. However, cultivating the culture is not easy. Let us provide you some insight in our INNOVATE track. The sessions included in this track include:

- Bootstrapping: Launching a Business
- Understanding Federal Opportunity Zones
- Evolution of Advanced Manufacturing
- Attraction Marketing Strategies
- How to Raise Capital
- Navigating the Startup Community in NEPA
- Developing a Culture of Creativity

SHOULD I GO?

Short answer is yes. But who is the Wilkes-Barre Connect Conference for? Our primary targets are students, young professionals, entrepreneurs, economic development professionals, and business & community leaders. In other words, anyone who wants to hear some amazing stories, get motivated, become educated and most importantly, learn about the amazing people, places and businesses NEPA has to offer!

#NEPAmovement

REGISTRATION

STUDENT - \$199*

GENERAL - \$249*

Registration includes:

- Access to all keynotes, workshops and panels
- Access to Networking events and Local Marketplace
- Breakfast, lunch, snacks, and beverages during conference
- Access to Cocktail Reception on November 17th
- Dinner and access to Connect PITCH event
- Lunch and access to Connect SPOTLIGHT event
- Ticket to the Greater Wilkes-Barre Chamber Annual Dinner
- Professional Head Shot (provided on-site)
- Access to WB Connect Conference attendee list
- Swag bag of local (Northeast PA) products

* After May 31st, registration for students is \$249 and general is \$299



CONFERENCE AGENDA



Our Wilkes-Barre Connect Conference is jammed with some amazing content, speakers, and opportunities. The agenda below offers you a sneak peek into what we have set for November...with more and more interesting items coming out as we get closer to opening day.

7:00 AM	
8:00 AM	
9:00 AM	
10:00 AM	
10:30 AM	
11:30 AM	
12:00 PM	
1:00 PM	
2:00 PM	
2:30 PM	
3:30 AM	REGISTRATION OPENS
5:00 PM	COCKTAIL RECEPTION <i>Woodlands Inn & Resort</i>

7:00 AM	REGISTRATION OPENS		
8:00 AM	BREAKFAST Welcome to the WBC Conference! <i>The Chamber Team</i>		
9:00 AM	The Keys to Networking	Find Your Passion	Bootstrapping: Launch Your Own Business
10:00 AM	NETWORKING BREAK		
10:30 AM	Importance of Student Engagement	Developing a Successful Business Culture	Understanding Opportunity Zones
11:30 AM	NETWORKING BREAK		
12:00 PM	LUNCH Guest Speaker <i>TBD</i>		
1:00 PM	Civic Engagement	Elevating QOL Through Non-Profits	The Evolution of Advanced Manufacturing
2:00 PM	NETWORKING BREAK		
2:30 PM	Young Leaders Shaping Our Community	Branding—Are You In?	Attraction Marketing Strategies
3:30 AM	LOCAL MARKETPLACE		
5:00 PM	DINNER Wilkes-Barre Connect PITCH Event <i>Live!</i>		

