

WBENC

5/19/2022

# NATIONAL CONFERENCE

BE BOLD

Atlanta, GA | June 7-9, 2022



# **WARNING:** **THIS IS NOT THE WBENC CONFERENCE OF THE PAST!!!!**

## **Key Takeaways from this session:**

- Understanding the new lay of the land
- Apps that you NEED to be successful
- Tools to personalize your schedule
- COVID protocol
- Transportation information

**WBENC** 

# The WBENC Arena



The WBENC Arena is an all-encompassing event experience. The three halls will feature everything from your traditional exhibitor to educational sessions to networking opportunities.

Open 3 days, the Arena is designed to maximize networking.

# WBENC Arena – What will be happening!

## STAGE

### **Coffee with Corporates**

Hear from Corporate executives in an intimate fireside chat setting.

### **The Expert Experience**

Gain valuable insights from leading experts on a variety of industry-specific topics.

## TABLES

### **Table Topics**

Join fellow attendees to participate in a robust discussion around topics vital to your business or industry.



## HALL 1

## HALL 2

## HALL 3

### TUESDAY

1:00-2:30 PM  
Open Expo (Optional)

2:45-3:45 PM | Education Program

2:30-5:00 PM  
Open Expo

2:45-3:45 PM | Education Program

4:00-5:00 PM | Education Program

4:00-5:00 PM | Education Program

### WEDNESDAY

9:00-10:30 AM – Meet & Greet

10:45-11:30 AM | Education Program

10:45-11:30 AM | Education Program

10:45-12:45 PM  
Open Expo

11:45 AM -12:30 PM | Education Program

11:45 AM -12:30 PM | Education Program

1:30-3:30 PM  
Open Expo

1:30-2:15 PM | Education Program

1:30-2:15 PM | Education Program

2:30-3:15 PM | Education Program

2:30-3:15 PM | Education Program

3:30-4:15 PM | Education Program

3:30-4:15 PM | Education Program

3:30-4:15 PM | Education Program

### THURSDAY

9:00-11:00 AM – Meet & Greet

11:15 AM -12:00 PM | Education Program

11:15 AM -12:00 PM | Education Program

11:15 AM -12:00 PM | Education Program

1:00-1:45 PM | Education Program

1:00-1:45 PM | Education Program

1:00-1:45 PM | Education Program

1:45-3:00 PM  
Open Expo

3:00-4:30 – Group Meet-ups

# Tailored Sessions!

## *Corporate Members*

**Build a Business Case Series  
- Inclusive Diversity 101**

**Build a Business Case Series  
- Aligning with your  
Corporations Mission &  
Business Imperative**

**Three Corporate Allyship  
sessions: Standing up for  
LGBTQ+; Standing up for  
Racial & Culture Diversity;  
and Standing up for  
Neurodiversity**

**Tier 2 Programming and  
Sourcing**

**AND MORE!!!!**

**Guidance on Global Supplier  
Diversity & Inclusion**

# Tailored Industries!

INDUSTRY SPECIFIC AREAS OF THE ARENA AND SESSIONS  
FEATURING THESE INDUSTRIES:

## HALL 1

Global Trade  
Professional & Technical  
Services  
Retail  
Travel & Hospitality

## HALL 2

Chemical  
Energy  
Healthcare  
Financial Services

## HALL 3

Automotive  
Food & Beverage  
Manufacturing  
Utilities  
Technology

|         |  |   | HALL 1                               | HALL 2                    | HALL 3                            | OTHER   |
|---------|--|---|--------------------------------------|---------------------------|-----------------------------------|---|
| TUESDAY | 7:00 AM–5:00 PM   Health Check-in at GWCC<br>8:00–1:00 PM   Health check at Hotels | 8:30 AM–6:00 PM   Shuttles to/from Hotels |                                      |                           |                                   | 11:00 AM–12:30 PM<br>Kickoff General Session<br>Georgia Ballroom        |
|         |  |   | 1:00–2:30 PM<br>Open Expo (Optional) |                           |                                   | 12:30–2:30 PM<br>Kickoff Lunch<br>Level 100, 200, 300                   |
|         |  |   | 2:45–3:45 PM<br>Education Program    | 2:30–5:00 PM<br>Open Expo | 2:45–3:45 PM<br>Education Program |   |
|         |  |   | 4:00–5:00 PM<br>Education Program    |                           | 4:00–5:00 PM<br>Education Program |   |
|         |  |   |                                      |                           |                                   | 5:30–7:30 PM<br>Welcome Reception<br>Atrium Ballroom – Marriott Marquis |



|           |  |  | HALL 1   | HALL 2                                 | HALL 3                            | OTHER   |
|-----------|--|--|--|--|-----------------------------------|---|
| WEDNESDAY | 7:00 AM–5:00 PM<br>Health Check-in at GWCC<br>7:00–1:00 PM<br>Health check at Hotels | 7:30 AM–6:00 PM   Shuttles – GWCC & Hotels<br>6:00 PM–10:30 PM   Shuttles – Aquarium | 9:00–10:30 AM<br>Meet & Greet ( <i>Open to WBENC and WEConnect Certified WBEs only</i> ) |  |                                   |   |
|           |  |  | 10:45–11:30 AM<br>Education Program  | 10:45–11:30 AM<br>Education Program    | 10:45–12:45 PM<br>Open Expo       |   |
|           |  |  | 11:45 AM–12:30 PM<br>Education Program   | 11:45 AM–12:30 PM<br>Education Program |                                   | 12:00–2:00 PM<br>Lunch<br><i>WBENC Cafe</i>               |
|           |  |  | 1:30–3:30 PM<br>Open Expo  | 1:30–2:15 PM<br>Education Program      | 1:30–2:15 PM<br>Education Program |   |
|           |  |  |  | 2:30–3:15 PM<br>Education Program      | 2:30–3:15 PM<br>Education Program |   |
|           |  |  | 3:30–4:15 PM<br>Education Program  | 3:30–4:15 PM<br>Education Program      | 3:30–4:15 PM<br>Education Program |   |
|           |  |  |  |  |                                   | 7:00–10:00 PM<br>Evening Event<br><i>Georgia Aquarium</i> |
|           |  |  |  |  |                                   |   |

|          |  | HALL 1  | HALL 2                                  | HALL 3                                  | OTHER  |
|----------|--|---|---|---|--|
| THURSDAY | 7:00 AM-7:00 PM   Health Check-in at GWCC<br>7:00-1:00 PM   Health check at Hotels | 9:00-11:00 AM<br>Meet & Greet ( <i>Open to WBENC and WEConnect Certified WBEs only</i> )                                  |   |   |  |
|          |  | 11:15 AM -12:00 PM<br>Education Program   | 11:15 AM -12:00 PM<br>Education Program | 11:15 AM -12:00 PM<br>Education Program | 12:00-2:00 PM<br>Lunch<br><i>WBENC Cafe</i>                                      |
|          | 7:30 AM-10:30 PM   Shuttles – GWCC & Hotels  | 1:00-1:45 PM<br>Education Program   | 1:00-1:45 PM<br>Education Program       | 1:00-1:45 PM<br>Education Program       |  |
|          |  | 1:45-3:00 PM<br>Open Expo   |   |   |  |
|          |  | 3:00-3:30   Meet Up Kickoff: Fireside Chat with Kelley Cornish, EVP and CAO, Wells Fargo)<br>3:00-4:30   Network Meet-ups |   |   |  |
|          |  |   |   |   | 6:00-11:00 PM<br>Thursday Celebration & Dinner<br><i>Georgia Ballroom - GWCC</i> |

# Tools to Build Your Conference Schedule

- ✓ **Event website calendar**
- ✓ **WBENC Mobile App**
  - ✓ DOWNLOAD WBENC EVENT from your app store
  - ✓ The mobile app will be populated the week of May 23rd
- ✓ **Downloadable Schedule & Target Builder Tool and downloadable Schedule at a Glance PDF**

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# BE BOLD NATIONAL CONFERENCE

Atlanta, GA | June 7-9, 2022

## Tuesday | June 7th

| Start    | Finish   | Session Title                     | My Selections & Locations                            | Additional Notes | WBENC Tips   |
|----------|----------|-----------------------------------|--|------------------|--|
| 7:00 AM  | 5:00 PM  | Health Check-in                   | GWCC   |                  |  |
| 8:00 AM  | 1:00 PM  | Health Check-in                   | Marriott Marquis<br>Westin Peachtree                 |                  | <b>Make sure to build enough time in to your schedule to complete your health check-in and ride the shuttle.</b> |
| 8:30 AM  | 6:00 PM  | Shuttles Available                | GWCC to Marriott Marquis<br>GWCC to Westin Peachtree |                  |  |
| 11:30 AM | 12:30 PM | Kickoff General Session and Lunch | GWCC, Georgia Ballroom Level 300                     |                  | <i>Lunch will be served following the General Session on all three levels from 12:30-2:00 PM</i>                 |
| 1:00 PM  | 2:30 PM  | Open Expo - All Halls (optional)  | WBENC Arena  |                  | <i>Use the Expo Targets Tool tab to build your Open Expo plans.</i>  |
| 2:30 PM  | 5:00 PM  | Open Expo - Hall 2                | WBENC Arena  |                  |  |
| 2:45 PM  | 3:45 PM  | Education Session                 | Click this box to see selections ↓                   |                  | <i>Use the dropdown in Column D to pick your preferred selection</i>   |
| 4:00 PM  | 5:00 PM  | Education Session                 | Click this box to see selections ↓                   |                  |  |
| 5:30 PM  | 7:30 PM  | Welcome Reception                 | Marriott Marquis, Atrium Ballroom                    |                  |  |

JOIN FORCES. SUCCEED TOGETHER.

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# LINKS & APPS YOU WILL NEED



## WBENC Mobile App

Schedule details, exhibitor information, floor plan, sponsor information, and attendee contacts

**\*We will announce when the App is live in both Apple and Google Play app stores, and how to download it.**



## Audio Fetch

How you will hear what is going on at each stage during the educational sessions

APP



## Crowd Pass

Follow the link to complete your pre-event health check ensure smooth entry

LINK & EMAIL



# The WBENC Arena



The WBENC Arena is an all-encompassing event experience. The three halls will feature everything from your traditional exhibitor to educational sessions to networking opportunities.

Open 3 days, the Arena is designed to maximize networking.

# What is Meet & Greet and how does it work?

## Meet & Greet

Timed, roundtable discussions at tables hosted by one (1) Corporate Member with seats for up to five (5) WBEs (WBENC- or WEConnect-certified).

Corporate Arrival Time  
8:30 AM ET



There is no other Conference programming during Meet & Greet sessions

## Wed June 8

Round 1 @ 9:00-9:25  
Round 2 @ 9:30-9:55  
Round 3 @ 10:00-10:25

## Thurs June 9

Round 4 @ 9:00-9:25  
Round 5 @ 9:30-9:55  
Round 6 @ 10:00-10:25  
Round 7 @ 10:30-10:55

## Each 25-min Round

5 mins Corp Intro  
3 mins WBE 1  
3 mins WBE 2  
3 mins WBE 3  
3 mins WBE 4  
3 mins WBE 5  
5 mins Q&A

## Corporate <5 mins

Introduction  
Company Overview  
Sourcing Needs  
How to Engage

## WBE 3 mins (each)

Introduction  
Company Overview  
Capabilities  
Innovations & Solutions

WBEs will be given the list of participating Corporate Members and industry prior to Conference

# What is Meet & Greet and how does it work?

## Need to Know

- Held at all Table areas in all Halls:  
Hall 1: Yellow, Orange, Red  
Hall 2: Blue, Teal, Green  
Hall 3: Pink, Purple, Navy
- Halls organized by industry
- Tables organized alphabetically by company name within each table area
- Each Meet & Greet table is assigned to one (1) Corporate Member company hosted by 1-2 reps
- Tables can accommodate seats for up to five (5) WBEs
- WBEs select the table of their choice for EACH ROUND
- Corporate Members remain at their table for the entire session

## Pro Tips!

First Rounds start promptly at 9AM → Corporate Arrival 8:30AM

Tables with no host by 8:50AM risk closure for the Round

Leave enough time in the morning for COVID safety check, bus ride and registration (if you have not completed yet)

Coffee & tea will be available on site - please arrange to have breakfast before you arrive

**SPONSORS** - utilize Meet & Greet for Instant Match meetings / bring your tickets

**NON-SPONSORS** - utilize Meet & Greet to direct WBEs to your booth or other meeting area

## Navigating

- Upon arrival to Georgia World Conference Center, participating Corporate Members enter the Meet & Greet area (just beyond Registration)
- Please go directly to the **Corporate Check-In** table just beyond entrance
- An usher will escort you to your assigned Meet & Greet table area
- At your denoted table, please sit at one of the seats marked "**Reserved**"
- WBEs will be able to choose a seat at your table until 9AM when the Announcer commences the Round
- After the 25-min Round concludes, WBEs have **5 mins** to take a seat at the next table of their choosing



# Health & Safety FIRST & FOREMOST

## Vaccinated Attendee

Right of Entry Protocol

- Vaccinated attendees must provide proof of vaccination
- A person is considered fully vaccinated following the CDC guidelines
- All attendees must complete a daily temperature screening



## Unvaccinated Attendee

Right of Entry Protocol

- Unvaccinated attendees must complete a daily antigen test conducted by the onsite testing company
- All attendees must complete a daily temperature screening

**Your well-being is our #1 priority. We are taking precautions to protect your health and peace of mind so you can focus on getting down to business at the 2022 National Conference.**

# Timing IS KEY!!

*We CANNOT stress this enough!*

Make sure to allow time to get through a COVID checkpoint prior to boarding the shuttle or prior to entering the WBENC Arena at GWCC!!



# Crowd Pass APP & Information

- ◆ **3 COVID checkpoints:** Marriott Marquis, Westin Peachtree and GWCC
- ◆ QR code from Crowd Pass (fastest option!) or Negative COVID test (at your expense with the provider on site - \$25)
  - ◆ <https://app.crowdpass.co/test/auth/signin?callBackUrl=app.crowdpass.co/auth/7883>
  - ◆ Temperature check
  - ◆ Color coded wristband – DIFFERENT COLOR DAILY
  - ◆ You must have a wristband to board the shuttle or enter the WBENC Arena and to attend Tuesday reception, Wednesday evening event and Thursday Celebratory dinner

## 2022 WBENC National Conference

Health Screening Form

### About This Event

Join us in Atlanta, Georgia for the WBENC National Conference taking place June 7-9\*. WBENC

#### WHEN

From Jun 6, 2022 12:00 PM

To Jun 9, 2022 11:00 PM

UTC-04:00 - Eastern Time, US & Canada

#### WHERE

Atlanta, GA, USA



REGISTER

# Transportation Details

- ◆ Timing: Buses will run in 15-minute intervals from the Marriott Marquis and Westin Peachtree to Georgia World Congress Center
- ◆ Corporate designated buses on Meet & Greet days
- ◆ ADA equipped buses will be available
- ◆ Buses will run from both hotels to the Georgia Aquarium on Wednesday night
- ◆ Buses will run Thursday evening for the Celebration at GWCC

# Get Ready for ATL!!!!

- ✓ Build your schedule— you must be prepared ahead of time!
- ✓ Check out the [exhibitor directory](#) and [sponsor list](#) – see who will be there!
- ✓ Know your upcoming RFQ/RFPs and build a target list
- ✓ Know specific supply chain gaps that you need to solve for
- ✓ Download the WBENC mobile app
- ✓ Download Audio Fetch
- ✓ Complete your pre-event Health Screening on Crowdpass
- ✓ Pack your comfy shoes/sneakers
- ✓ Get excited and ready to network and celebrate!

**WBENC** 