

5/19/2022

WBENC

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!

WBEs

Sense Makers, Consensus
Builders & Risk Takers

Coaching with Capital One
Small Business Bankers

“Know your credit options –
How to get credit, and How to
use it”

Three Elevator Pitch Mistakes

Empowering Your Inner
Leader

AND MORE!!!!!!

What comes next? Building
on Connections made at
National Conference

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 8:00–1:00 PM Health check at Hotels 8:30 AM–6:00 PM Shuttles to/from Hotels			
1:00–2:30 PM Open Expo (Optional)				12:30–2:30 PM Kickoff Lunch <i>Level 100, 200, 300</i>	
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		
					5:30–7:30 PM Welcome Reception <i>Atrium Ballroom – Marriott Marquis</i>

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

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

WBENCBE 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 Westin Peachtree		Make sure to build enough time in to your schedule to complete your health check-in and ride the shuttle.
8:30 AM	6:00 PM	Shuttles Available	GWCC to Marriott Marquis 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.

© 2021 Women's Business Enterprise National Council

WBENC

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).



There is no other Conference programming during Meet & Greet sessions

**NO WBE REGISTRATION
REQUIRED
Just attend!**

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 are encouraged to remain in one (1) Hall for the entire session

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

What is Meet & Greet and how does it work?

Navigating

- Upon arrival to Georgia World Conference Center, WBEs go through badge check in order to enter the Meet & Greet area (just beyond Registration)
- Go directly to the Hall of your choice for the session, locate the table of your choice, and take a seat
- The list of participating Corporate Members will be published the week prior to Conference on the website and will also be found on the event app and on signage on site
- After the 25-min Round concludes, WBEs have **5 mins** to take a seat at the next table of their choice

Pro Tips!

First Rounds start promptly at
9AM

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

WBE seats are limited

Come with a target list by Hall

If you do not get your first-choice seat, quickly find another seat

Five (5) mins between each Round to find a new seat

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
- WBENC/WConnect-certified **ONLY**
- WBEs select the table of their choice for EACH ROUND
- “Reserved” seats are for Corporate representatives

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
- ◆ 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
- ✓ Check out the [exhibitor directory](#) and [sponsor list](#) – see who will be there!
- ✓ 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 