

## NOVEMBER 2

8:45-9:45

**SWIMMING WITH THE BLOWFISH: OVERCOMING  
ADVERSITY ON THE PATH TO ACHIEVING DREAMS**

JIM SONEFELD, HOOTIE & THE BLOWFISH  
LOFT/MAIN ROOM

10:00-10:45

**SHOW ME THE MONEY: FUNDAMENTALS OF FUNDRAISING**

DR. JULIANA IAROSI, VENTURESOUTH  
JOSHUA SNEAD, RAINWALK PET INSURANCE  
LOFT/MAIN ROOM

10:00-10:45

**MAKE IT WORK(ABLE): 3 PRINCIPLES TO GET TEAMS TO  
WORK TOGETHER**

JON YARIAN, SOVEREIGN CO.  
THEATER

10:00-10:45

**START FROM ZERO: MY JOURNEY AS A CONTENT CREATOR**

CHRIS PHILLIPS, SPURS UP SHOW  
BOYD PLAZA - PAVILION

10:00-10:45

**WORKSHOP: BUILDING A STRONG DIGITAL PRESENCE**

ROSHANDA "THE ROSHO LIVE" PRATT  
BOARD ROOM

11:00-11:45

**EVERYTHING BUSINESS OWNERS (REALLY, ACTUALLY)  
NEED TO KNOW ABOUT GENERATIVE AI**

DAVE INGRAM, QUERRI  
LOFT/ MAIN ROOM

11:00-11:45

**A LOVE LETTER TO THE NEXT FORTUNE 500 FOUNDER**

JERRELL MOORE, CADENCE BANK  
THEATER

11:00-11:45

**FAILURE AND THE LESSONS WE LEARN**

COREY JACKSON, WERKZ, INC  
BARB ROYAL, EMYRGE  
BOYD PLAZA - PAVILION

11:00-11:45

**THE DEFINITIVE SALES CONVERSION WORKSHOP**

VELECIA L. WILLIAMS, YOUR SALES CONVERSION EXPERT  
BOARD ROOM

1:30-2:30

**BOLD OPTIMISM: FOLLOWING YOUR PASSION AND  
NEVER LOSING FAITH**

KASSY ALIA RAY, SERVE & CONNECT  
LOFT/MAIN ROOM

2:45 - 3:30

**BE THE BEST. CREATING WORLD CLASS CUSTOMER EXPERIENCES**

RITA PATEL, HOTEL TRUNDLE  
LOFT/ MAIN ROOM

2:45 - 3:30

**A CASE FOR THE UNDERDOG**

DOM MJARTAN, OPTUS BANK  
THEATER

2:45 - 3:30

**CREATIVE & HUSTLING: LIFE AS A CREATIVE ENTREPRENEUR**

BOYD PLAZA - PAVILION

3:45 - 4:30

**PALMETTO CUP ROUND 1**

LOFT/MAIN ROOM

## NOVEMBER 3

8:15 - 8:45

**BAGELS AND BUSINESS MODELS: THE SC INNOVATES STUDENT  
PITCH FINALE**

LOFT/MAIN ROOM

9:00 - 9:45

**THE PLAYBOOK FOR BUILDING A MILLION DOLLAR BUSINESS**

PATRICK BRYANT, SERIAL ENTREPRENEUR  
LOFT/MAIN ROOM

10:00 - 11:30

**IDEA 2 LAUNCH WORKSHOP**

CHRIS HEIVLY, BUILD THE FORT  
LOFT/ MAIN ROOM

10:00 - 11:30

**WORKSHOP: TAKE YOUR MEDICINE - HOW TO APPLY  
ENTREPRENEURIAL PRINCIPLES TO YOUR ESO OR UNIVERSITY  
PROGRAMS**

DOAN WINKEL, JOHN CARROLL UNIVERSITY, BLUE STREAK  
VENTURES  
THEATER

10:00 - 11:30

**WORKSHOP: GET A GRIP ON YOUR BUSINESS - BUILDING YOUR  
ENTREPRENEURIAL OPERATING SYSTEM**

MEGHAN HICKMAN, EOS WORLDWIDE  
BOARD ROOM

11:45 - 12:15

**PALMETTO CUP FINALE**

LOFT/ MAIN ROOM

12:15 - 12:45

**THE ACTION ADVANTAGE W/ ENTREPRENEURIAL  
COMEDIAN LAUREN WIDRICK**

LAUREN WIDRICK, LAUREN WIDRICK COACHING  
LOFT/ MAIN ROOM