

Empowering Women in Business 2024

Schedule at a Glance



March 16 and 23, 2024 | 8 am - 4 pm
Market Square, Saint John

Saturday, March 16

Timing	Event	Location	
8:00 am - 8:30 am	Registration and Information	Market Square, Atrium	
8:00 am - 8:30 am	Open Photobooth for Attendees	Market Square, Atrium	
8:30 am – 8:50 am	Opening Ceremony	Market Square, Atrium	
8:50 am - 9:25 am	Keynote Speaker #1	Market Square, Atrium	
<p>Maayan Ziv, CEO of AccessNow, a crowdsourced app to map the accessibility status of locations worldwide. Recognized as one of the Top 100 Most Powerful Women in Canada, WXN and 35 Innovators Under 35 MIT.</p>			
9:25 am – 9:55 am	Networking of Diversity (NOD) Break	Market Square, Atrium	
9:55 am - 10:30 am	Keynote Speaker #2	Market Square, Atrium	
<p>Shadwa Ramadan, Manager of Women and Gender Initiatives at NBMC. With project IMvisible NB, Shadwa is focusing on building culturally integrative capacity, tools and resources for women impacted by domestic and/or intimate partner violence in New Brunswick.</p>			
10:30 am – 11:00 am	Networking of Diversity (NOD) Break	Market Square, Atrium	
11:00 am – 12:00 pm	Breakout Sessions	Overcoming Challenging Times: Economic Recession 2024	Market Square, Atrium
		Build Your Symphony in Marketing and Branding	Market Square, Room 1
		Breaking Barriers: A Journey in Inclusive Leadership	Market Square, Room 2
12:00 pm – 12:30 pm	Networking of Diversity (NOD) Break	Market Square, Atrium	
12:30 pm – 1:30 pm	Lunch Break	Market Square, Atrium	
1:30 pm – 2:30 pm	Breakout Sessions	Pioneering Digital Transformation and AI in Business	Market Square, Room 1
		Key Strategies for Entrepreneurs in the Saint John Region	Market Square, Atrium
		Leading with Purpose: Navigating Leadership in the Non-Profit Landscape	Market Square, Room 2
2:30 pm – 3:00 pm	Networking of Diversity (NOD) Break	Market Square, Atrium	
3:00 pm – 4:00 pm	Musical Performance	Market Square, Atrium	

Hilary Ladd is a versatile artist, known for her music, acting, writing, and teaching. She is the Executive Director at InterAction School of Performing Arts, the largest youth-based performing arts school in Atlantic Canada.

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Saturday, March 23

Timing	Event	Location	
8:00 am – 8:30 am	Registration and Reception	Market Square, Atrium	
8:00 am – 8:30 am	Open Photobooth for Attendees	Market Square, Atrium	
8:30 am – 8:50 am	Opening & Welcoming Remarks	Market Square, Atrium	
8:50 am - 9:25am	Keynote Speaker #1	Market Square, Atrium	
<p>Olaitan Onyebuoha, President of the Black Business and Professional Network, Regulated Canadian Immigration Consultant, and the founder of 7th Laurel Immigration Consulting. Top 100 Black Women to watch 2023.</p>			
9:25 am – 9:55 am	Networking of Diversity (NOD) Break	Market Square, Atrium	
9:55 am - 10:30 am	Keynote Speaker #2	Market Square, Atrium	
<p>Hayley Bohan, CEO of Marketing on Purpose, Author, and Coach. She Hayley has been a pivotal force in shaping the branding strategies of over 150 small businesses through authentic and brave business concepts.</p>			
10:30 am – 11:00 am	Networking of Diversity (NOD) Break	Market Square, Atrium	
11:00 am – 12:00 pm	Breakout Sessions	Strategies to Female Excellence in Sales	Market Square, Atrium
		CSR Strategy Mini-Workshop: Learn how to kickstart your focus on sustainability and community impact	Market Square, Room 1
		Navigating Opportunities for Women in Business in NB	Market Square, Room 2
12:00 pm – 12:30 pm	Networking of Diversity (NOD) Break	Market Square, Atrium	
12:30 pm – 1:30 pm	Lunch Break	Market Square, Atrium	
1:30 pm – 2:30 pm	Breakout Sessions	Tips for Mastering Financial Literacy in Business	Market Square, Room 1
		Women Driving Diversity and Inclusion in the Workplace	Market Square, Atrium
		Female Leaders Defining the Arts and Culture Business	Market Square, Room 2
2:30 pm – 3:00 pm	Networking of Diversity (NOD) Break	Market Square, Atrium	
3:00 pm – 4:00 pm	The EWB2024 L.E.A.D. Awards Ceremony	Market Square, Atrium	

The Empowering Women in Business 2024 L.E.A.D. (Love, Empathy, Action, and Diversity) celebrate the exceptional accomplishments within the realm of Female Entrepreneurs, Female Business Owners, and Women Leaders.