

**THOMPSON MANAGEMENT CONSULTING, LLC**  
**7th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT – ESBS 2020**  
**THEME: “FULFILLING ENTREPRENEURSHIP GREATNESS”**

**TENTATIVE EVENT AGENDA**

**Gwinnett Technical College**  
**The Busbee International Center – Building 700**  
**5150 Sugarloaf Parkway**  
**Lawrenceville, GA 30043**

**Thursday, May 7, 2020**

TARGET AUDIENCE	ACTIVITY/WORKSHOP TITLE	FACILITATOR	ROOM	TIME
Exhibitors	Exhibitor Set Up for Expo		Lobby Area	6:30am – 7:30am
Everyone	Networking – Light Breakfast Refreshments Served		Lobby Area	7:30am – 8:00am
Everyone	Opening and Welcome	Austin E. Thompson, Jr. ESBS Founder & Chair	Event Halls 1 & 2	8:00am – 8:10am
Everyone	Morning Keynote Address	<b>Glenn Christian</b> President & Co-Founder Metropolitan Atlanta Business Association	Event Halls 1 & 2	8:10am – 8:20am



**HEALTH FAIR (Health/Fitness Education and Screenings)**  
**10:00 AM – 2:00 PM**

**SHOP WITH VENDORS – ALL DAY**

**MORNING – SESSION I – PANEL DISCUSSION**

Everyone	<p><b>GROWING GREATER ROI WITH STRATEGIC OPERATIONS</b></p> <p><b>Panel Moderator</b>  <i>David Shavzin – Institute of Management Consultants</i></p> <p><b>Business and Strategy Planning</b>  <i>Thom Price – S.C.O.R.E</i></p> <p><b>Effective Lead Generation to Drive Sales</b>  <i>Celeste Giordano – Celeste Giordano Coaching</i></p> <p><b>Best Practices for Marketing that Gets You Noticed</b>  <i>Confirming Panelist</i></p> <p><b>What Business Structure is Best for Your Company</b>  <i>Confirming Panelist</i></p> <p><b>Small Business Taxes: What You Need to Know to Avoid IRS Penalties</b>  <i>Edeline Francios-Dryden - Dryden Tax Services</i></p> <p><b>Why Human Resources is Key to Your Organization’s Success</b>  <i>Nicole Mitchell – HR Biz Services</i></p> <p><b>Small Business Financing</b>  <i>Confirming Panelist</i></p>	Event Halls 1 & 2	8:30am – 9:50am
----------	---	----------------------	-----------------

**B2B OPEN MARKETPLACE**

	<b>SHOP WITH VENDORS</b> (No workshops or panels scheduled)		Foyer/Atrium	10:00am – 10:55am
---	--	---	--------------	-------------------

**MORNING – SESSION II**

Existing Business Owners	Boost Revenue with Government Contracting	Abraham Xiong Government Contractors Assoc.	Event Hall 1	11:00am – 11:55pm
All Women Entrepreneurs	The Woman CEO: Growing Successful Female Run Businesses	Stephanie Sokenis, Founder The SmallBiz Ally	Event Hall 2	11:00am – 11:55pm
Existing Business Owners	The Power of Video to Sell Your Brand	Trenton Carson TC Productions	Event Hall 3	11:00am – 11:55pm
Existing Business Owners	Adding a Personal Touch to Your Customer Service	<i>Confirming Speaker</i>	TBD	

**Lunch Break (12:00pm – 1:25pm) – Sponsored by LeGomier Caribbean Restaurant & Banquet Hall**

**Lunch Keynote Speaker – Corey Moore (Pro Networker)**

**Event Halls 1 & 2**

**B2B OPEN MARKETPLACE**

	<b>SHOP WITH VENDORS</b> (No workshops or panels scheduled)		Foyer/Atrium	1:30pm – 2:25pm
--	--	--	--------------	-----------------

**AFTERNOON – SESSION I**

Pre Start-Up and Aspiring Business Owners	How to Effectively Transition from a Full-Time Job to Becoming a Full-Time Entrepreneur	<i>Confirming Speaker</i>	Event Hall 1	2:30am – 3:25pm
Aspiring Entrepreneurs	Using the Gig Economy to Build an Independent Contractor Career	<i>Confirming Speaker</i>	Event Hall 2	2:30am – 3:25pm
Start-Up and Existing Business Owners	Learn the Secrets to Success in Today's Retail + E-commerce Landscape	DeAnna McIntosh The Affinity Group International	Event Hall 3	2:30am – 3:25pm

**RAFFLE DRAWING TO FOLLOW DURING CLOSING – MUST BE PRESENT TO WIN**

**All vending ceases at 3:30PM – Thank you for your cooperation and support**

**Closing Remarks and Thank You**

**3:30pm – 4:00pm**

**Exhibit Halls 1 & 2**

*Business owners are strongly encouraged to maximize the opportunity of attending ALL workshops, regardless of target audience. All speakers are currently being confirmed. PLEASE GO TO [WWW.B2BCONFERENCE.NET](http://WWW.B2BCONFERENCE.NET) TO REGISTER*

**SCROLL DOWN TO SEE ALL DISCUSSION TOPICS AND LEARNING OBJECTIVES FOR EACH WORKSHOP**

*Note: This agenda is not final, as speakers are still being confirmed. Continue checking the agenda for last minute changes.*