



Revised: November 6, 2020

TO: Interested Parties

FROM: David Kersten, David Kersten's Wide Angle Media
Cory Nott, Take Wing Coaching

RE: Tentative Details for December 1, 2020 "Vision for 2021: Business Development Symposium." (produced by David Kersten's Wide Angle Media)

Confirmed Date & Time: Tuesday December 1, 2020 1-5pm

Event Producer: David Kersten

Event Sponsors: David Kersten's Wide Angle Media, Quantum Leap Podcast, Take Wing Coaching, LIFT, Money Pages Oakland

Event Platform: Zoom

Ticket Cost: \$20

Tentative Schedule

12:45pm, Open Networking

1-1:05pm "What's your vision for 2021?," David Kersten and Cory Nott to Introduce Symposium

1:05-1:10pm Networking Breakout Rooms

1:10-1:40pm "The Importance of Developing Leaders in 2021," Leadership Oakland Panel,
--Dale Marie Golden, Bridge Bank
--Riza Hernandez, EntreFolio Wealth Management

1:40-1:50pm "Community Engagement and Business Development in 2021," Danny Mai, chair, Business Development Committee, Oakland Rotary #3

1:50-1:55pm: “Helping Small Business Think Big,” Stephanie Chung, Business Development Officer for Business Finance Capital and Representative of Commercial Real Estate for Women (CREW).

1:55-2pm: 5 minute Break

2-3pm Panel #1: “Successful Marketing Strategies for 2021.”

--David Kersten to introduce panel and speakers, 10-minute presentations, followed by 5 min. questions and full panel discussion.

1st Presenter Maile Collmer, “Generating Referral Marketing Success in 2021.”

2nd Presenter Lisa Cain, Marketing U, “Marketing Mojo: Getting It Done in 2021.”

3rd Presenter Gail Nott, Take Wing Coaching, “Sales as a Service During COVID-19.”

2:55-3pm Breakout Room Networking & Discussion

3-3:10pm Break, Open Networking

3:10-3:30pm, Keynote Address, Pradnya Leitner, “The Mindset for Success in 2021.”

3:30-4:30pm Panel #2: Successful Business Development Strategies for 2021

--David Kersten to introduce panel and speakers, 10-minute presentations, followed by 5 min. questions and full panel discussion.

1st Presenter Cory Nott, Take Wing Coaching, “2021: It Starts with Vision.”

2nd Presenter Valerie Bennett-Lewis, “The Value of Inclusion & Engagement for Small Business”

3rd Presenter Gerald Johnson, “A New Strategy for A New Year”

4:25-4:30pm Breakout Room Networking & Discussion

4:30pm David Kersten & Cory Nott Wrap-Up

4:30-5pm Post Meeting Visit, Virtual Reception and Happy Hour 4:30-5pm

*Note: This agenda is subject to change

More Info: Contact David Kersten, davidmkersten@gmail.com or (510) 725-7658.

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