

SCHEDULE AT A GLANCE

SEPTEMBER 18-20, 2024



WOMEN
RESIDENTIAL+COMMERCIAL
CONSTRUCTION
Connecting Changemakers



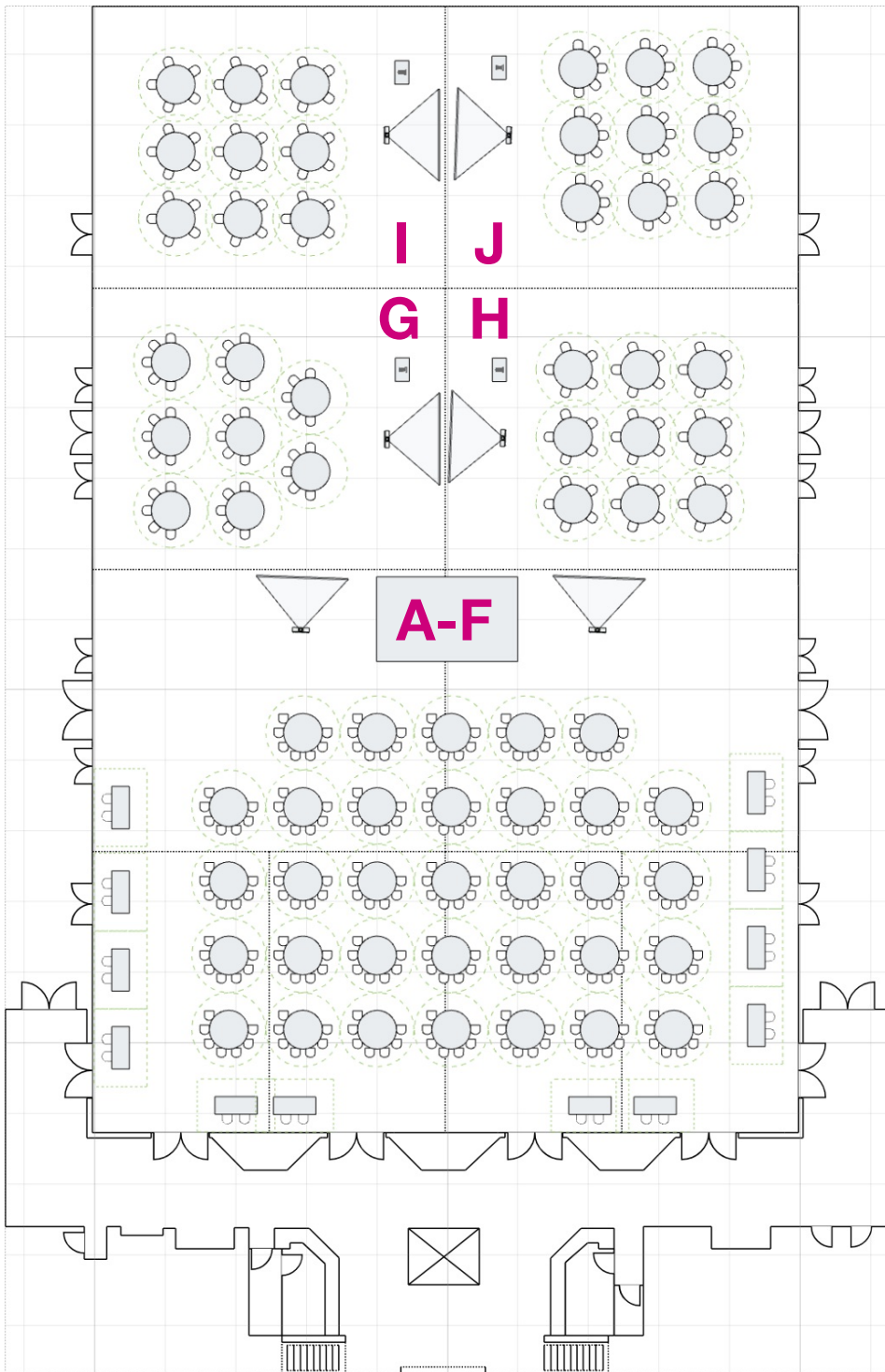
PHOENIX
— ARIZONA —

THIS EVENT IS PRODUCED AND HOSTED BY



	Salon A-F - General Sessions & Home Building	Salon G - AEC/Commercial Sessions	Salon H - Home Improvement	Salon I - Remodeling	Salon J - Design
WEDNESDAY					
1:00 pm	Welcome to WIR+CC 2024				
1:20 - 2:05 pm	The Art of Persuasive Storytelling				
2:45 - 3:15 pm	How to Thrive While Standing at the Edge of What You Know				
3:35 - 4:30 pm	Attendee Introductions				
5:00 - 7:00 pm	Welcome Reception - Sponsored by Mitek				
THURSDAY					
7:00 - 8:00 am	Breakfast - Sponsored by National Institute of Building Sciences				
8:05 - 8:15 am	Welcome / Woman of the Year Award				
8:15 - 9:15 am	Foolproof Frameworks for Presenting Innovative Ideas & Leading Meetings				
9:20 - 10:00 am	Designing the Life You Want to Live: Strategies for Personal and Professional Success	The J.E.D.I. Agenda: An Intersectional Approach to Designing a Just Future			
10:00 - 10:45 am	Exhibits and Networking				
ROUNDTABLES:					
11:00 - 11:45 am	RT5HB: Creating the Ultimate Customer Journey	The Current and Future State of Women in AEC	RT10HIP: Overcoming Imposter Syndrome	RT2REM: 30 Marketing Tips in 45 Minutes	RT8DES: Creating a Wellness-Inspired Space Through Neuroaesthetics
11:00 - 11:45 am	RT6HB: Cultivating a Leadership Mindset		RT1RES: How Marketing Teams Are Evolving With AI	RT3REM: Building Better Processes from Lead to Final Walk Through	RT4REM: Leadership Strategies That Work
11:00 - 11:45 am	RT7HB: Streamlining and Automating Systems and Processes				
11:00 - 11:45 am	RT13GEN: Connected Homes: Challenges and Opportunities				
12:00 - 1:00 pm	Lunch				
SESSIONS:					
1:05 - 1:40 pm	Builders Blueprint: A Strategic Planning Guide for Weathering Any Market		Women in Home Improvement: A Leadership Journey	Beyond Trends and Hashtags: Build Your Brand on Social Media with an Authentic, Customized Approach	Science of Design: How Neuroaesthetics is Impacting Design
1:15 - 2:10 pm		Lessons and Action Steps from Women in the AEC C-Suite			
1:50 - 2:25 pm	The Power of Digital Marketing Automation to Drive Growth		Creating a World Class Company Culture	Customizing Your Marketing to Specific Consumer Profiles for Success	Understanding the Homeowner's Design/Function Needs
2:15 - 3:15 pm		How To Develop A-List Talent at AEC Firms			
ROUNDTABLES:					
2:35 - 3:20 pm	RT5HB: Creating the Ultimate Customer Journey		RT10HIP: Overcoming Imposter Syndrome	RT2REM: 30 Marketing Tips in 45 Minutes	RT8DES: Creating a Wellness-Inspired Space Through Neuroaesthetics
2:35 - 3:20 pm	RT6HB: Cultivating a Leadership Mindset		RT1RES: How Marketing Teams Are Evolving With AI	RT3REM: Building Better Processes from Lead to Final Walk Through	RT4REM: Leadership Strategies That Work
2:35 - 3:20 pm	RT7HB: Streamlining and Automating Systems and Processes				
2:35 - 3:20 pm	RT13GEN: Connected Homes: Challenges and Opportunities				
SESSIONS:					
3:45 - 4:15 pm	The Power of the Follow-Up: More Closing, Less Ghosting		The True Meaning of Leadership	Unlock Greater Efficiencies with the Right Systems and Processes	
3:45 - 4:45 pm		How To Become a Change Agent For Your Teams and At Your Firm			
4:20 - 4:55 pm	A Beautiful Conversation: My Journey into Neuroaesthetics				
5:30 - 7:30 pm	Networking Reception by Samsung				
FRIDAY					
7:00 - 7:50 am	Breakfast - Sponsored by National Institute of Building Sciences				
8:00 - 8:50 am	Doing Delegation Right				
9:00 - 9:30 am	Decoding Influencer Marketing: Lessons Learned from a Leading Builder		Pulling the Marketing Levers	Navigating Growth: Strategies for Leading Amid Rapid Expansion	
9:00 - 10:10 am		Navigating Mobility in Construction: Challenges, Opportunities, and Strategies			
9:40 - 10:10 am	The Proven Home Building Formula: Building Homes That Sell—Quick		Paradigm Shift: Our Mindset, Belief Systems, and Intentional Actions	12 Tech Tidbits: Technology for Your People and Your Business	
10:35 - 11:35 am	Creating A Personal Vision of Greatness				
11:40 am - 12:15 pm	Continuing the Journey: Engaging, Reflecting, and Networking Beyond the Conference				
12:15 - 12:45 pm	Wrap-Up and Giveaways				

GRANDE BALLROOM



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