



Welcome to #CEOSPACE 817

August 1 - 5, 2017 | Wyndham Buena Vista

TUESDAY AUG 1

- 9:00 - 9:30 **Opening Ceremony**
Faculty & Members
Berny Dohrmann
- 9:30 - 10:00 **Networking Snack**
- 10:00 - 12:00 **Navigating the Forum & Faculty Introductions**
- 12:30 - 2:00 **Networking Lunch**
- 2:00 - 3:30 **Interactive Workshops**
Berny Dohrmann - Capital 1 of 6
Dave Austin - Mental Performance
Maria Speth - Legal Issues for Web-based Businesses
- 3:30 - 5:00 **Keynote Aaron Young (60 Minute Session)**
The 3 Critical Steps to Growing and Protecting Your Business
- 5:00 - 5:30 **Networking Snack**
- 5:30 - 7:00 **Networking Activity: Faculty SMART**
With Faculty & Members
Host: Berny Dohrmann
- 7:00 - 7:30 **Appointments & Networking**
- 7:30 - 9:30 **Networking Dinner**

WEDNESDAY AUG 2

- 9:00 - 10:30 **Interactive Workshops**
Berny Dohrmann - Capital 2 of 6
Wendy Darling - The ROI of Collaborative Relationships
Wendy Lipton Dibner - Viral Influence
- 10:30 - 11:00 **Networking Snack**
- 11:00 - 12:30 **Interactive Workshops**
Berny Dohrmann - Capital 3 of 6
Tracy Hazzard - Market Proof
Sherita Herring - Non-profit
- 12:30 - 2:00 **Networking Lunch**
- 2:00 - 2:30 **Appointments & Networking**
- 2:30 - 4:30 **Interactive Keynote**
Erin Saxton & Chad Lefevre (90 minute Session)
Neuromarketing: A Mindset for Success
- 4:30 - 5:00 **Networking Snack**
- 5:00 - 7:00 **Networking Activity: SNAP**
With Faculty & Members
Host: Berny Dohrmann
- 7:00 - 7:30 **Appointments & Networking**
- 7:30 - 9:30 **Networking Dinner**

THURSDAY AUG 3

- 9:00 - 11:00 **Interactive Keynote**
Nate Hirsch (90 minute Session)
The Art of Hiring Online: Scaling Business with Teams of Freelancers
- 11:00 - 11:30 **Networking Snack**
- 11:30 - 1:00 **Interactive Workshops**
Berny Dohrmann - Capital 4 of 6
David Gruder - Culture Development
Gerry Foster - Branding
- 1:00 - 2:30 **Networking Lunch**
- 2:30 - 4:00 **Interactive Workshops**
Berny Dohrmann - Capital 5 of 6
Jeff Flamm - Journey of Entrepreneurship
Tom Hazzard - Brandcasting You: Content + Fans = Profit
- 4:00 - 4:30 **Networking Snack**
- 4:30 - 6:00 **Networking Activity: Faculty Implosion**
With Faculty & Members
Host: Berny Dohrmann
- 6:00 - 7:30 **Appointments & Networking**
- 7:30 - 9:30 **Networking Dinner**

FRIDAY AUG 4

- 9:00 - 11:00 **Interactive Keynote Ted Thomas (90 minute Session)**
Influence & Persuasion
- 11:00 - 11:30 **Networking Snack**
- 11:30 - 1:00 **Interactive Workshops**
Berny Dohrmann - Capital 6 of 6
Dr. Marissa - Belief Systems
Silvica Rosca - How to Livestream!
- 1:00 - 2:30 **Networking Lunch**
- 3:00 - 5:00 **Networking Activity: SNAP**
With Faculty & Members
Host: Berny Dohrmann
- 5:00 - 6:30 **Appointments & Networking**
- 6:30 - 7:00 **Networking Hors d'oeuvre**
- 7:00 - 10:00 **Graduation Dinner & Ceremony with Military Veteran Recognition**

SATURDAY AUG 5

- 9:00 - 10:30 **Keynote**
Harry Lay - Taking the Forum Home
- 11:00 - 1:00 **Networking Activity: Implosion**
With Faculty & Members
Host: Berny Dohrmann
- 1:00 - 2:30 **On Your Own Lunch**
- 2:30 - 6:30 **817 Member Showcase Expo**
Pick up your directory