



WED | **WOMEN'S™**
ENTREPRENEURSHIP DAY

ALBERTA

Women's Entrepreneurship Day Summit – Alberta

Thursday, November 14th | Mount Royal University
Ross Glen Hall - Roderick Mah Centre for Continuous Learning

12:30pm Registration

1:15pm Welcome Celebration

Welcome introduction by emcees CTV Calgary's **Ina Sidhu** and **Darrel Janz**

Opening remarks and welcome from:

- **Milena Radakovic**, WEDO Canada Ambassador, Nexus Exhibits President
- **The Honourable Leela Aheer**, Alberta's Minister of Culture, Multiculturalism and Status of Women

Elder Blessing by **Anita Eagle Bear**, 'Kakatoo'saki', Blackfoot Elder

1:45pm Opening keynote - Persevering in today's demanding world & knowing your value

Kelly Falardeau, Bestselling Author, Entrepreneur and Internationally Renowned Speaker

Kelly Falardeau is a burn survivor, and since the age of two, constantly struggled with her self-worth and confidence. Kelly has found a way to go from near-death to success as a Top 10 Most Powerful and Influential Speaker, bestselling author, Fierce Woman of the Year, and recipient of the Queen Elizabeth II Diamond Jubilee Medal. In today's demanding world, where we are expected to be 'super-women', Kelly will introduce her perseverance tool kit and how she uses it to overcome challenges, fight self-doubt, and find success. Kelly will also share her powerful message on the meaning of value - how women are taught we aren't valuable unless we have it all - but that in reality, our value is something much deeper.

2:15pm The key to creating a successful personal brand

In this panel, personal brand guru, Kristen Dyck will give an overview on the importance of personal branding and share her top best practices to help you build yours. Kristen will then be joined by an outstanding group of women who know what it takes to build a successful brand.

Moderator: Kristen Dyck, Founder, Avro Creative

Panelists: Shashi Behl, CEO Joydrop and Twisted Goods

Mandy Balak, Founder & CEO, The Ace Class & Date Night YYC

Sheila Musgrove, Author, Founder & CEO Tag Recruitment Group

2:45pm Networking break and showcase

Meet some of the community that supports women entrepreneurs during our networking break. Learn about the various support and resources available to help you start and grow your business.

3:15pm Diversity, inclusion and gender equality in entrepreneurship

Why is diversity an economic imperative? How are women driving the innovation and entrepreneurship ecosystem? What is the state of inclusion within Canada's entrepreneurship ecosystem? These are some of the questions that Elizabeth Evans, Dean, Business and Communication Studies at MRU and Lead, Women's Entrepreneurship Knowledge Hub for Alberta will introduce and discuss along with an extraordinary panel of women that strive each day for economic advancement for women.

Moderator: **Elizabeth Evans**, Dean, Business and Communication Studies at MRU and Lead, Women's Entrepreneurship Knowledge Hub - Alberta

Panelists: **Honourable Leela Aheer**, Alberta Minister of Culture, Multiculturalism and Status of Women

Jennifer Koury, Director, Global Innovation Coalition for Change, UN Women and Co-Chair, She Innovates Alberta

Stephanie Dei, National Coordinator, UN We Empower

Elise Ahenkorah, Owner, Inclusion FACTOR and Founder #Shemeets

3:45pm The entrepreneurial mindset

In this panel, performance psychologist, Dr. Karen MacNeill will explore the entrepreneurial mindset and how training the mind can lead to success. She'll be joined by a panel of successful entrepreneurs to talk about resiliency in a journey filled with opportunities, struggles, and the ups and downs of life as entrepreneurs.

Moderator: **Dr. Karen MacNeill**, Performance Psychologist and CPO at Headversity

Panelists: **Evelyne Nyairo**, Founder, Ellie Bianca, All Natural Skin Care

Lara Murphy, Co-Founder, Ryan Murphy Construction Inc.

Heather Black, Owner, Creative Spirit Solutions

4:15pm Closing keynote

Rachel Mielke, Founder & CEO of Hillberg & Berk

Rachel Mielke is passionate about creating beautiful jewellery, and empowering women in the process. Her Regina-based luxury jewellery company's success story is about more than making money; it's focused on helping make a difference in the world – one sparkle at a time. Through determination, hard work and business savvy, the Saskatchewan-born entrepreneur was able to take a few beads and a dream and transform them from a one-woman, kitchen-table-based operation into a multi-million-dollar company, with a large staff, housed in a spacious, world-class facility. Along the way, Rachel has inspired, supported and encouraged women to also find their sparkle. A successful Dragon's Den pitch helped Rachel grow her company which now has retail locations in Saskatchewan, Alberta, British Columbia and Manitoba, wholesale stores across Canada, and an online store serving customers globally.

4:45pm Networking cocktail hour

Your opportunity to meet the speakers, other women entrepreneurs, and the community that supports you.

Be part of our live art project!

Calgary Visual Artist, Storyteller, & Weaver of Web, **Paula Timm** will be creating a live art piece to celebrate Women's Entrepreneurship Day. Join her during our event breaks to take part and watch our collaborative art piece develop with creative marks made by all participants. At the end of the day, our canvasses will be revealed.