

# 2024

# SBDC Women in Business Conference

Friday, March 1 • 9:00 AM - 4:00 PM • Sevier Valley Center



**Abby Ivory**

## **Keynote: Courage to Go Forward with Your Dreams**

A successful business starts with a dream. Through personal stories and life experiences, Abby will discuss the things that business owners can focus on doing to help their businesses be successful.



**Ryan Murray**

## **Marketing, Management, and Money**

What does it take to experience amazing success in a small business? In this break out session, we will talk about analyzing your finances to grow your business.



**Jessica Lund**

## **Balancing Your Work with Your Life**

One of the keys to success is figuring out how to effectively take care of all of your responsibilities. In this breakout session, we will talk about how and why we all need to find balance.



**Mallory Corry**

## **Identifying Your Target Market**

A great marketing strategy begins with knowing your customers. In this breakout session, we will discuss identifying your target market and the best techniques on how to reach it with engaging content.

