

Get Ready for an Action-Packed Day at the 2024 WilmingtonBiz Expo!

September 26, 2024



Wilmington, get ready! The 2024 WilmingtonBiz Conference & Expo, sponsored by Ward and Smith, arrives Wednesday, October 2, at the Wilmington Convention Center.

From 8:30 a.m. - 4:00 p.m., network, learn, and grow alongside business owners, managers, sales & marketing professionals, job seekers, and recruiters. Gain insights into our economic future, leadership strategies, talent acquisition, and more.

What's on the Agenda?

Start your morning with a session on cutting-edge AI surveillance and integrated security systems in "Next-Gen Security Solutions." Alternatively, learn how to boost sales by understanding buyer behavior through the Discovery Based Sales (DBS) method in "Stop Selling & Start Enabling Buyers." If talent development is your focus, don't miss the session on "The Bright Side of Talent Development," where you'll discover effective strategies to attract, hire, and retain top talent.

This year's agenda tackles economic uncertainty—election impacts, market volatility, and global unrest—with perspectives from leading experts during the Keynote Lunch featuring Tom Barkin (Federal Reserve Bank of Richmond), Mouhcine Guettabi (UNCW's Swain Center), and Ben Shoosmith (KPMG).

In the afternoon, discover the critical importance of cybersecurity in "The Dirty Little Secret That Could Kill Your Business's Growth & Profitability." There's another chance to catch the DBS seminar. Learn about growth through collaboration and innovative thinking in "Growth through Sticky Ideas, Collaboration, and Becoming a Student," or get actionable strategies to build a productive team in "Management vs. Leadership."

The day wraps up with an explanation of the legal risks and benefits of having an ADA-compliant website in "What is the Cost of Not Having an ADA Accessible Website for Your Business?" Finally, get a preview of impactful sales training methods in "Sales Training Master Class Preview."

Tickets are still on sale. **Reserve your spot here!**

Details at a Glance:

- Date: Wednesday, October 2
- Time: 8:30 a.m. - 4:00 p.m.
- Location: Wilmington Convention Center | Wilmington, NC

