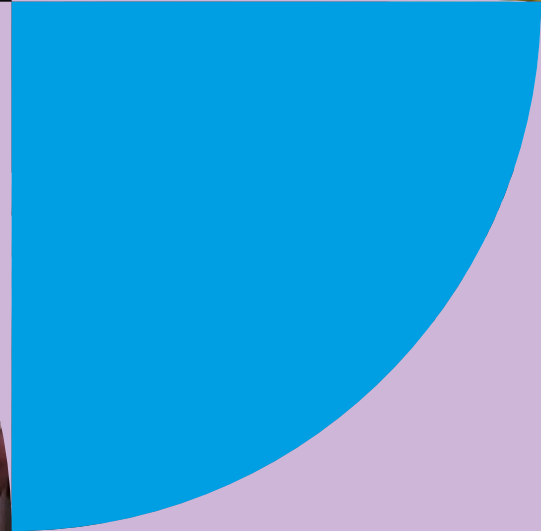


SHE MEANS BUSINESS

IMEX

Monday, October 6
Tradewinds CD,
North Convention Center

A joint event by IMEX and tw magazine, supported by MPI



She Means Business is a Smart Monday staple, bringing together industry leaders, influencers, and thought leaders to not only discuss the role of women in business but to envision how women and men can continually work to elevate the presence of women within our industry. This year, She Means Business is focusing on how we can continue to put women in the driver's seat when working to impact the global economic crisis.

With special thanks to our partners



imexamerica.com/whatson/she-means-business



Programme of events

09:30 -
10:30am

Unwritten rules, unstoppable careers: Lessons in leadership

What does it take to build a thriving career while navigating family life, the invisible workload and shifting definitions of success? Join Gerilyn in conversation with Helen. Together, they'll explore the unwritten rules of women's leadership.

From finding mentors and sponsors to building support systems and amplifying your voice, this candid conversation offers practical strategies to grow your career — on your own terms.

Learning Outcomes:

- ⊕ Recognize how to navigate a career that doesn't follow a straight line
- ⊕ Understand the critical role of mentors, sponsors and support networks
- ⊕ Learn practical strategies to increase visibility and voice at work

Speakers:

Helen Appleby, Executive Coach, Leadership Trainer and Author, Powerful Growth Group
Gerilyn Horan, Title: Vice President, Group Sales & Strategic Accounts, Hilton

Emcee:

Courtney Stanley, CEO, Courtney Stanley Consulting, LLC

Session sponsor: Hilton

10:45 -
11:45am

Dare to Interrupt live: Bold conversations and brave leadership

Confidence, visibility and authenticity take center stage in this live recording of Meetings Today's podcast Dare to Interrupt. From navigating career challenges and leading with courage to advancing neuroinclusion, belonging and communication that inspires change, powerhouse women share unfiltered stories and strategies shaping the future of the meetings, hospitality and tourism industries.

Learning Outcomes:

- ⊕ Explore strategies for building unshakable confidence and communicating your unique value in high-stakes professional environments
- ⊕ Apply principles of neuroinclusion and belonging to create environments where diverse perspectives drive innovation and psychological safety
- ⊕ Construct a personal approach to brave leadership by integrating resilience, authenticity and strategic visibility into your career path

Panelists:

Courtney Stanley, CEO, Courtney Stanley Consulting, LLC
Precious L. Williams, Founder & CEO, Perfect Pitch Group
Sheila Vijayarasa, Founder & CEO, The Brave Leader
Yush Sztalkoper, CMP, Sounder & Neuroinclusion Strategist, NeuroSpark+

With special thanks to our partners



<p>2:30 - 3:30pm</p>	<p>Empowered leadership: Navigating change, creativity, and growth</p> <p>This panel highlights three women at different stages of their careers, sharing how they overcome challenges and grow as impactful leaders:</p> <ul style="list-style-type: none"> ➤ The Balancer – Excelling through life’s many seasons. Managing both personal and professional demands while leading with empathy and adaptability. ➤ The Visionary – Fostering growth through change and creative thinking. Guiding teams and staying grounded while driving transformation. ➤ The Pioneer – Demonstrating enduring strength and lifelong leadership. Overcoming obstacles, adapting across decades, and mentoring the next generation. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Identify and apply strategies for balancing personal and professional responsibilities, with a focus on leading with empathy and adaptability during periods of change ➤ Explore methods for fostering growth and transformation within teams by leveraging creative thinking and visionary leadership, while maintaining stability and focus ➤ Recognize the qualities of enduring leadership, including resilience, adaptability across different career stages, and the importance of mentoring and supporting the next generation of leaders <p>Panelists: Jessie Heines Wolf, Team Lead, Account Management, Event Solutions, Cvent Anca Platon Trifan, CMP, AT Strategist & Event Producer, Treefan Events Productions LLC Dahlia El Gazzar- Tech Evangelist, DAHLIA + Agency</p> <p>Emcee: Courtney Stanley, CEO, Courtney Stanley Consulting, LLC</p> <p>Session sponsors: Cvent</p>
<p>3:45- 4:45pm</p>	<p>Career transition experience lab</p> <p>Sustainability Lense Leadership</p> <p>Ready to take your career to the next level? Reflect on where you are, where you want to go and what may be holding you back. Uncover the motivators behind your next move, identify common mindset blocks and explore how your values align with your desired path. Gain clarity and develop a simple 90-day plan with practical steps to help you move forward with intention.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Gain clarity on your next level ➤ Identify mindset blocks ➤ Begin a 90-day action plan <p>Speaker: Vimari Roman, CMM, PCC, CGLC, CPQC</p> <p>Emcee Courtney Stanley CEO, Courtney Stanley Consulting, LLC</p> <p>Session sponsors: Visit Fort Worth</p>
<p>4:45pm</p>	<p>Closing</p>