



Niagara USA Chamber of Commerce
Small Business Expo - “Innovate & Elevate”
November 13, 2024 – Wurlitzer Events, North Tonawanda

Event Schedule:

Morning Session (8:00 AM - 12:00 PM)

1. **Registration & Welcome Coffee** (8:00 - 9:00)
 - Interactive icebreaker activities.
 - Networking Game
 - Idea Exchange Board (share your pain points – to be used later)
2. **Keynote Address: “Kick, Pass, or Punt. The Game Plan to Win at Business!”** (9:00 - 9:45)
 - Larry Mietus, Founder, Speaking of Strategy
3. **Trade Show & Display Tables** (9:45 – 11:00)
 - Interactive displays from local businesses.
4. **Breakout Educational Sessions** (11:00 - 12:00)
 - Parallel moderated panel sessions in separate rooms.
 - Topics:
 - **Optimizing Operations** – Nacre Consulting
 - **“Point-of-Decision Marketing** – Damon Piatek, President, impulseGUIDE

Midday (12:00 PM - 2:00 PM)

1. **“20 Marketing Ideas” Speed Luncheon** (12:00 - 1:00)
 - 15-20 marketing professionals give their top tips in a variety show format – emceed by Maryalice Demler, Anchor, WGRZ
2. **Trade Show & Display Tables** (1:00 - 2:00)
 - Interactive displays from local businesses.
 - Focus on innovative products and services.
 - Short, dynamic presentations/demonstrations at each table.

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Afternoon Session (2:00 PM - 5:00 PM)

1. **Expert Panels & Workshops** (2:00 - 3:00)
 - "AI for Small Business" – Craig Turner, President, Momentum
2. **"Hot Seat" Speakers** (3:00 – 4:00)
 - Digging into hot topics from registration/breakfast; Confirmed Speakers: Damon Piatek, Piatek Customs & Logistics; Heidi Urban, Platters; Chris Brown, Roach, Lennon & Brown; Nasreen Akhtar, NAZ716
3. **'Speed Consulting' Booths** (2:00 - 5:00)
 - Experts available for quick, personalized advice sessions – SBA, SBDC, Ibero, etc.
4. **Platters Chocolate Factory Tour** (4:00 - 5:00)

Evening Networking Event (5:00 PM - 7:00 PM)

1. **"Sunset Mixer"**
 - Casual, relaxed atmosphere – you've earned it!
 - Live music
 - Hors d'oeuvres
 - Cash bar