

8:30 | Networking/Breakfast

8:55 | Welcome from OSCPA

9-12 | Own your brand: Leveraging career common cents™, to cultivate and grow business | Tonya Tiggett, owner, [Tiggett & Co.](#) and Mikaela Hunt, owner [Mikaela Media](#)

- Gain insight into data collected by Tiggett & Co. on self-promotion per industry, gender and generation and the impact of this in creating and cultivating one's brand and how this correlates to business development via brand
- A clear definition that leads to understanding of what branding, business development, thought leadership newsjacking, and owned media are and how they are leveraged to create and cultivate one's brand
- Experience more confidence and comfort with self-promotion throughout interactive practice and sharing
- Discover digital media tools to assist in creating and cultivating your brand online
- Develop an outline of a content calendar and an actionable marketing plan
- Discuss next steps for continued learning and practice beyond this seminar

12: 00 – 1:00 | Lunch and networking with OSCPA staff

1:00- 4:00 | Business development simplified. Make it far more effective, less intimidating, and yes, even fun! | Craig Hohnberger, Co-Founder, CVO [Buji ActionCOACH](#)

- Learn the DICE® method to connect with people at networking events, meetings, on the phone and during casual interactions
- Discover a powerful way to quickly gauge the needs and immediate challenges facing potential clients
- Learn how to know if, when and how to move a prospect to an actual sales opportunity, without resistance
- Transition from a “sales” mindset to an “invite” mindset to dramatically improve effectiveness
- Differentiate from the pack to increase conversion rates and retention while protecting or raising fees
- Learn how to develop warm referrals and get your existing clients to do the selling for you
- Very interactive workshop with coaching, practice and role play
- You will walk away with practical, actionable, new skills you can use immediately

4:00 p.m. – 5:00 p.m. | Networking/happy hour, hosted by Buji Action Coach, additional details TBD

- Join Buji Action Coach, OSCPA staff and your fellow attendees to an off-site location, to test out some of the skills learned during the sessions
- This portion of the agenda does not qualify for CPE and is optional