



# EAST COAST CONNECTION

Schedule Subject to Change – Please Check Back

## TUESDAY – April 28

10:00AM – 5:00PM	CONFERENCE BADGE CHECK-IN	WEST LOBBY
11:00AM – 12:00PM	MENTORSHIP 2026-2027 ORIENTATION (INVITE ONLY)	JR BALLROOM
1:00PM – 2:30PM	SPIRAL SESSION (RESERVED FOR SUPPLIER MEMBERS ONLY)	JR BALLROOM
4:00PM – 5:00PM	PITCH COMPETITION	GRAND BALLROOM
5:15PM – 6:15PM	ELEVATE! PROGRAM (INVITE ONLY)	LINCOLN/COLUMBIA
8:00PM – 10:00PM	KARAOKE AFTER-HOURS	JR BALLROOM

## WEDNESDAY – April 29

8:00AM – 4:30PM	CONFERENCE BADGE CHECK-IN	WEST LOBBY
8:00AM – 9:00AM	CONTINENTAL BREAKFAST & NETWORKING	BALLROOM FOYER
9:00AM – 9:15AM	WELCOME & LEADERSHIP REMARKS	GRAND BALLROOM
9:15AM – 10:30AM	WHAT DRIVES DECISIONS?	GRAND BALLROOM
10:30AM – 11:00AM	SUCCESS STORIES	GRAND BALLROOM
11:00AM – 11:15AM	BREAK	
11:15AM – 11:30AM	MENTORSHIP PITCH COMPETITION (WINNERS ANNOUNCED)	GRAND BALLROOM
11:30AM – 11:40AM	PROGRAM UPDATES	GRAND BALLROOM
11:40AM – 12:25PM	MAXIMIZING DIGITAL MARKETING FOR YOUR BUSINESS SUCCESS	GRAND BALLROOM
12:25PM – 1:15PM	LUNCH	GRAND BALLROOM
1:15PM – 2:00PM	KEYNOTE SPEAKER – “BUSINESS AS US”	GRAND BALLROOM
2:00PM – 2:10PM	CLOSING REMARKS	GRAND BALLROOM
2:30PM – 3:00PM	BREAKOUT – SUBJECT MATTER EXPERT (TOPIC TBA) Repeated for Rotation	
3:30PM – 4:00PM	BREAKOUT – SUBJECT MATTER EXPERT (TOPIC TBA) Repeated for Rotation	
4:15PM – 4:45PM	BREAKOUT – SUBJECT MATTER EXPERT (TOPIC TBA) Repeated for Rotation	
4:45PM – 6:00PM	NETWORKING BREAK	
6:00PM – 9:00PM	EVENING DINNER RECEPTION	GRAND BALLROOM

## THURSDAY – April 30

8:00AM – 9:00AM	CONTINENTAL BREAKFAST & NETWORKING	BALLROOM FOYER
9:00AM – 10:00AM	ROUNDTABLE CONNECTIONS	JR BALLROOM
10:30AM – 11:45AM	MATCHMAKING (RESERVED FOR MEMBERS ONLY)	CONFERENCE ROOMS