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### **SHE Leads Group Pivoting to Take Annual Expo Virtual that Rivals an In-Person Expo**

SHE Leads Group's annual women's business expo and networking event almost didn't happen this year due to COVID-19. But, thanks to great members in the organization, women put their heads together to plan an incredible virtual event that will all be held on Zoom Thursday, October 29, 2020 from 9 a.m. to 4 p.m. This women's business expo will even have aspects better than an in-person expo.

To rival an in-person expo, Beth Boen, Founder of SHE Leads Group, knew this could not be a boring snoozer virtual meeting, one that had technical difficulties, or simply did not run smoothly like so many other online networking events she has attended since COVID-19. She also knew the personal factor of an in person event had to be replaced with something significant. Beth mentions, "I have attended many online networking meetings over the months of COVID-19 and they are not welcoming, not fun, aren't run efficiently, and at the end seem like I wasted a couple hours. SHE Leads Group has a stellar reputation for having the most welcoming, fun, interactive and engaging online networking meetings for our leads group chapters, that the expo has to live up to that reputation."

#### **To live up to the SHE reputation, there are many things that have been planned:**

- **Stand-up comedian, Andrea Vahl** will be the first speaker of the day, getting women in the right mindset using her motherhood and "midlife crisis" material, as well as bringing in material about working from home and running a business in this time of COVID.
- **An incredible line-up of business development speakers** will teach attendees how to gain money and momentum in their business or career.
- **Networking activities that will be fun and engaging.** In the afternoon networking activity, attendees who hear Jeannette Seibly's keynote on "Get Your Brag On" and do the activity of writing their business-savvy brag statements, will be able to try out those brag statements in the networking breakout rooms.
- **Exhibitors are limited to two per business category** and follow the same vetting process that SHE Leads Group uses for accepting members. You won't find 5 financial advisors and 4 realtors at this event, rather a nice variety of locally owned and operated businesses. Every exhibitor has their own live Zoom room open during exhibitor hours.
- **Every exhibitor has a minimum \$50 prize drawing.** Attendees will have access to the expo website and can visit each exhibitor's page to fill out an online prize drawing form. These prizes have no strings attached, meaning you win something outright with no purchase necessary to redeem the prize.
- **SWAG (Stuff We All Get) "Bags"** will be mailed to the first 100 paid attendees. If tickets are ordered by October 19, SWAG Bags should arrive in time for the expo. The SWAG bags are quality. You won't find duplicates of the same item, nor will it be full of coupons.

#### **In many ways a virtual expo is better than the in person variety:**

- **No drive time or unexpected weather issues** that could affect one getting to the expo. If it snows on October 29, attendees will be so glad they didn't have to drive to the expo. Plus, one can attend from anywhere with internet access to Zoom.

- **Come and go as one pleases.** It can be hard to take the entire day off. Attendees can browse the agenda and pick from three different exhibitor times, five different breakout training sessions and two different networking activities. Work at your desk and hop on to the expo when you want.
- **The expo will live 90 days past the actual date of the event.** All the business development training speaker sessions will be recorded and ticket holders will have access to those sessions and the exhibitor web pages that have expo only offers.
- **Everyone, including exhibitors will be able to attend all the sessions.** All the activities on the agenda are available for everyone. No activity or speaker competes with another.

The SHE Expo 2020: Mindset | Money | Momentum event will be a great day of entertainment, learning and networking, all on a platform most people have become very familiar with, Zoom. Beth Boen, Founder of SHE Leads Group stated that she and her team of volunteer task force members did research on all the different virtual expo software as a service (SaaS) platforms, but many were very expensive and/or the customer experience was not great for either the organization putting on the event, or for the attendee. "With our organization's website and with Zoom, we figured out how to do an expo online without huge expense and with ease." stated Beth Boen.

For the full agenda and to buy tickets visit Eventbrite <https://www.eventbrite.com/e/she-womens-business-expo-networking-event-mindset-money-momentum-tickets-119554417481?aff=ebdssbeac>. Tickets purchased by October 19 can use promo code EARLYBIRD2 for 20% off the \$50 ticket.

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## AGENDA

**9-9:30 a.m.** (MAIN ZOOM ROOM) Opening ceremony: Welcome, thank you, speaker and sponsor recognition, networking activity and how the expo works

**9:30-10:25** (Exhibitor's ZOOM Rooms) Exhibitor Booths Open

**10:25-10:50** (MAIN ZOOM ROOM) [Standup comedian, Andrea Vahl "Moms Unhinged" will give us some great laughs with some mom to mid-life crisis comedy!](#)

**10:50-11:20** (MAIN ZOOM ROOM) ["Developing a true marketing mindset: and why it's crucial", Lori DuBois of Marketing Troubadour](#)

**11:20-11:35** (MAIN ZOOM ROOM) Networking activity

**11:35-12:30** (Exhibitor's ZOOM Rooms) Exhibitor Booths Open

**12:30-12:45** (MAIN ZOOM ROOM) Grab lunch and return/eat at desk and network over lunch and keynote address

**12:45-1:35** (MAIN ZOOM ROOM) [Keynote speaker: Jeannette Seibly, "Get Your Brag On!" Author of 'It's Time to Brag! 5 Amazing Steps to Sell Yourself'](#)

**1:35-2:30** (Exhibitor's ZOOM Rooms) Exhibitor Booths Open

**2:30-3:00** – (MAIN ZOOM ROOM) ["5-Ways to Gain Momentum with Your Social Media", Kim Naughtin of AEC Consultant Group](#)

**3:00-3:30** (MAIN ZOOM ROOM) ["Momentum: Let's Create Your Action Plan", Mary Gaul of Success Magnified](#)

**3:35-3:50** – (MAIN ZOOM ROOM) Networking activity

**3:50-4:00** – (MAIN ZOOM ROOM) Closing Ceremonies