

Harrah's Cherokee
Convention Center
777 Casino Drive
Cherokee, NC 28719



February 27, 2023

WORKFORCE CONFERENCE

FULL DAY FOR WNC EMPLOYERS FROM THE RETAIL,
ACCOMMODATION, TOURISM, HOSPITALITY, AND ENTERTAINMENT
SECTORS

DAY 1

- 8:30 am** Coffee, Registration and Networking
- 9:30 am** Welcome by Dr. Ray Blanchard, Expert Consultant to Fortune 500 Businesses
- 10:00 am** Opening by Chief Sneed of the Eastern Band of Cherokee Indians
- 10:15 am** Regional Conversation with Western NC Leaders
- 11:00 am** Western Carolina University Secret Shopper Research Presentation
- 11:30 am** Talent Jam Intro with Tom Ryan
- 11:45 am** Lunch and networking
- 1:00 pm** Keynote address by NC Secretary of State Elaine F. Marshall
- 1:30 pm** Local Support for Local Businesses
- 2:30 pm** How to Recruit and Retain Your Employees with Dr. Annie Wilson
- 3:30 pm** Refilling Your Cup with Dr. Ray Blanchard
- 4:30 pm** Networking and Cocktails*
- 6:00 pm** Closing remarks

WeSpeakWNC.com
wespeakwnc@gmail.com

Register



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February 28, 2023

WORKFORCE CONFERENCE

FOR EMPLOYERS, MANAGERS, HIGH SCHOOL AND COLLEGE STUDENTS,
JOB SEEKERS AND CURRENT EMPLOYEES OF THE HOSPITALITY, RETAIL,
ACCOMMODATION, TOURISM, OUTDOOR AND ENTERTAINMENT SECTORS

DAY 2

- 8:30 am** Coffee, Registration and Networking
- 9:30 am** Welcome by Dr. Ray Blanchard, Expert Consultant to Fortune 500 Businesses
- 10:00 am** Talent Jam
- 11:00 am** WeSpeakWNC Sector Expo
- 12:00 pm** "Yes, Chef!" Demo & Lunch with Executive Chef Carter Alexander
- 1:30 pm** The Four Pillars of Success with Dr. Ray Blanchard
- 2:30 pm** Conflict Resolution with Dr. Annie Wilson
- 3:30 pm** Social Media Marketing For Your Business with Jessica Mizzi
- 4:30 pm** Networking and Cocktails*, Raffle Prizes and Got Your Back Businesses Certificate Awards
- 6:00 pm** Closing Remarks

*cash bar

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