

2025
Women
in Business
CONFERENCE



April 3, 2025 – Lancaster Marriott, Lancaster, PA

2025 Keynote Speaker

Caitlin Clark

Professional Basketball Player

AGENDA

8:30 A.M. Registration/Networking

9:15 A.M. Welcome Remarks

9:30 A.M. The Art of Networking: Unlocking Your Professional Potential

In face-to-face business interactions, mastering the art of networking is pivotal for personal and professional growth. This quick, engaging session will equip attendees with effective strategies and practical tools to maximize their networking experiences.

10:00 A.M. Network/Refreshment Break

10:15 A.M. Securing your Financial Nest Egg

An essential discussion on securing your financial future, this important session features finance and banking experts who will provide expertise and answer questions into budgeting, retirement savings, and other key financial strategies that will help set you up for lasting financial success.

11:00 A.M. Interactive Panel Discussion Harnessing AI for Practical Use in your Career and Life

Whether you're an artificial intelligence (AI) enthusiast or just curious about its potential, this panel is designed to equip you with practical knowledge and actionable insights to harness the power of AI in your career and daily life. We'll explore practical uses of AI to help enhance your productivity, streamline your daily tasks, manage your schedule, optimize your health and wellness, maximize your decision-making, and provide efficiency and balance to your life!

11:45 A.M. Lunch/Network

12:45 P.M. Owing Your Time Harnessing the Power of Prioritization

Transform your calendar and your life with this discussion on how to make conscious choices about prioritizing your goals! By embracing what serves you personally and professionally and saying “no” to what does not – without guilt or hesitation! — you’ll learn what truly matters, take better control of your time, and create a more balanced, fulfilling life. Join us for this session that will provide actionable advice and inspiration to help you make every moment count.

1:15 P.M. Ask the Experts Empowering Women to Thrive

Taking care of yourself is something you know you need to do, but with life’s demands, it can seem overwhelming. Gain valuable self-care insights during this interactive panel discussion that is focused on empowering women to take charge of their mental and physical wellness! Practical tips on integrating physical fitness, holistic care, nutrition, and mindfulness into your life will be shared in this Q&A-style conversation.

2:00 P.M. Network/Refreshment Break

2:15 P.M. Growth Through Engagement: Leveraging Social Media to Build Your Brand

3:00 P.M. 1 of 1: A Conversation with Caitlin Clark

Caitlin Clark is one of the most exciting Professional Basketball Players of her generation, a transcendent athlete who has broken records on and off the court, achieving global popularity. After leading the University of Iowa to back-to-back NCAA Championship games and driving record viewership and attendance, Clark was selected first overall by the Indiana Fever in the most-watched 2024 WNBA Draft. Her remarkable impact during her rookie season helped propel the Fever to their first playoff appearance since 2016; and she became the first rookie since Candace Parker in 2008 to make the First Team All-WNBA, one of only five players to ever achieve this honor and was named the 2024 WNBA Rookie of the Year. You can read more about her remarkable collegiate and professional accolades and accomplishments [here](#).

In this highly anticipated Q&A session, Caitlin will talk about her history-making basketball career and share insights about her business ventures, charitable work, and the leadership skills that make her a role model to millions.

4:00 P.M. Conclude