



Engage and Elevate! Digital Marketing Unleashed!

Mimi Damm

This workshop will provide the fundamentals of digital marketing, focusing on strategies and platforms that engage various businesses, from small businesses to corporations. You will explore efficient processes tailored to your business type.



Everyday Philanthropy: Women Making Impact Daily

Kathleen Burns Kingsbury
& Emily Bush

You don't have to be a millionaire, or even write a big check, to be a philanthropist. Women give every day, in ways both seen and unseen. Whether it's mentoring a colleague, donating to a cause you love, or volunteering your time, your giving matters. This workshop redefines philanthropy and explores how your unique giving style and values can have the greatest impact.



From Zero to AI Hero: Behind the Scenes of a Custom ChatGPT

Dorien Morin-van Dam

Imagine designing an AI assistant that understands your style, remembers your workflows, and saves you time. This session will reveal how a Custom GPT is created, covering prompts, files, and possible outputs. We'll examine real examples of a personal AI assistant's capabilities—like drafting emails, brainstorming content, and organizing research. We'll collaborate on prompts and test the assistant live, showcasing its potential, even without a Pro account.



Navigating Uncertainty: Building Resilience in Changing Markets

Mary Capparuccini

This session will explore how you can build financial resilience, adapt your strategy to changing market conditions, and turn challenges into opportunities for long-term growth. Whether you're concerned about market volatility, rising costs, or life transitions, you'll gain insights to strengthen your financial foundation and stay on track—no matter what the future holds.



Profit and Prosper: Financial Foundations for Women in Business

Brittany LeClair &
Anastasia Surmava

Being the boss should mean financial freedom, not financial confusion. This workshop is designed for female entrepreneurs and small business owners who want to better understand the numbers behind their dreams and feel more in control of their money. This session will be interactive, judgment-free, and focused on real-life strategies.



Thinking of Starting a Business?

Sarah Kearns, Kate
Kauffman, & Sue
Schlabach

This is your opportunity to meet an experienced start-up business advisor. Starting your own business can be challenging, especially for first-time business owners. If you're ready to explore turning your idea into a real business opportunity, then this is the session for you. You'll gain some practical tips, have your questions answered, and be introduced to an advisor you can follow-up with.



**Women's Economic
Opportunity Conference**

2025 Workshops



Cosmic Improv: Taking Change Seriously While Holding It Lightly

Susan Palmer

One of the few things we can say for sure about the world -- the whole cosmos -- is it's always evolving! This workshop's gentle "cosmic improv" practices are designed to help us attune to the fluxing nature of change itself by experimenting with our points of view so that we come away feeling more flexible, courageous and resilient.



Debt, Credit, and You: Financial Literacy for a Stronger Future

Alicia Martin & Daphnee Cardella

This workshop is tailored to help you with financial literacy. We work with our community to combat the high level of consumer debt by educating individuals on options to make debt more manageable. Get a better understanding of payoff methods, budgeting, consolidation options and rebuilding credit.



Find Your Power with Power Tools

Vermont Works for Women

Get exposed to a variety of power tools as you learn, explore, and practice using them in a safe, supportive environment free from judgement and preconceived bias. Whether you have always been interested in a career in woodworking or construction, or you want to gain confidence to maintain your own home and be self-sufficient, this workshop is for you.



How To Find Grants and Alternative Funding For Your Business

Danielle Desir Corbett

Imagine what you could do with an extra \$500, \$5,000, or even \$50,000 for your work. Hundreds of grant-giving organizations are looking to provide financial support and mentorship to small businesses every year. Whether you've never applied for a grant or have won several, discover how to find funding opportunities like grants and fellowships, things to consider before applying, and tips for staying organized.



Living Your Values: The Bridge to Yourself, and Your Future

Sue Schlom

The Values Bridge is an assessment tool featuring 15 core values. You will rank these values and discuss their characteristics, reflecting on which values you currently express and those you wish to improve for an authentic life. After the workshop you can access a free link to take the assessment, which includes detailed feedback.



Projecting Profit: Building Financial Models for Pricing in Uncertain Times

Gwen Pokalo Hart & Tamie-Jo Dickinson

In today's changing economic environment, pricing isn't just about covering costs—it's about planning for growth, managing risk, and making confident decisions even when the future feels uncertain. This workshop is designed for those who are looking to refine their pricing using financial projections.



Thriving in the AI-Powered Digital Landscape: Building Skills and Community for 2025

Emmy Hilliard

This collaborative workshop creates a supportive space for exploring practical digital strategies together, regardless of your current tech comfort level. Through gentle hands-on activities, you'll discover which tools might be helpful for your specific situation and leave with resources and connections to support your ongoing learning journey.