



ICONIC

10<sup>th</sup> year

# Welcome Creatives! an **ICONIC** Experience

Dear Creative CEO's

Welcome to an event like no other—**The (“ICONIC”) Signature CEO Conference!** It is with great pleasure and immense excitement that I welcome you to this milestone occasion, celebrating 10 years of inspiring and empowering creative CEOs like you.

This year marks a significant milestone, 10 incredible years of The Signature CEO Conference! Over the past decade, we have grown into a vibrant community of visionaries, innovators, and leaders who are not only shaping the future but also thriving successfully as entrepreneurs. I could not be more thrilled to celebrate this achievement with you.

As we gather here, you are about to embark on a journey filled with unparalleled opportunities, insightful sessions, and transformative experiences. The theme for this year's conference, **ICONIC**, truly encapsulates the essence of what we aim to deliver. You are part of a community of trailblazers who are here to redefine what it means to be a successful creative CEO.

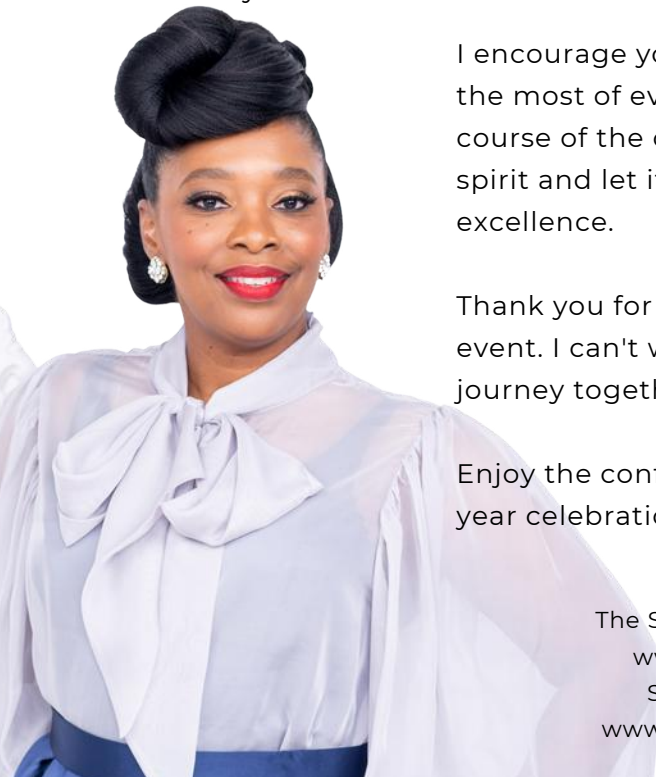
Prepare to be inspired by our exceptional lineup of speakers, thought leaders, and industry experts who will share their wisdom and strategies to help you elevate your entrepreneurial journey. The knowledge and connections you will gain here are designed to equip you with the tools you need to thrive and sustain as a creative CEO.

I encourage you to engage, network, and make the most of every opportunity presented over the course of the conference. Embrace the **ICONIC** spirit and let it fuel your passion and drive for excellence.

Thank you for being a part of this milestone event. I can't wait to see you and embark on this journey together!

Enjoy the conference and here's to an **ICONIC** 10-year celebration!

Tara Melvin, Founder  
The Signature C.E.O. Conference  
[www.thesignatureceo.com](http://www.thesignatureceo.com)  
Signature Concepts LLC  
[www.signatureconceptsllc.com](http://www.signatureconceptsllc.com)



10<sup>th</sup> year

# *Let's Network*

## **BE SOCIAL WITH TSCEO**



@SIGNATURECEO  
@SIGNATURECONCEPTSLLC



@THESIGNATURECEO  
@SIGNATURECONCEPTSLLC



@THESIGNATURECEO  
@PERFECTPLANNIN2



@THE-SIGNATURE-CEO-  
CONFERENCE  
@TARA-MELVIN-EVENT-PLANNER

**#TSCEO2025 #ICONIC2025**

**REGISTER FOR TSCEO 2026**  
**\$700 OFF 3-DAY REGISTRATION!**  
**PROMO CODE: ALUMNI2025**  
**Expires MARCH 31ST at midnight**  
**2026 Regular Rate \$1800**



**PAY IN FULL OR \$500 DEPOSIT**

"Branding is your fundamental promise of whom you serve, how you make them feel and what's different about how you deliver. Marketing is how you get this message out there once you have defined it."

**10<sup>th</sup>**  
year

# Agenda

## MARCH 25 - 27, 2025

### Tuesday

**8:30 AM**

Registration and Networking

**9:00 AM**

**CONFERENCE BEGINS AND  
OPENING REMARKS**

**9:15 AM**

GENERAL SESSIONS:

- Brian Green
- Colleen Carswell
- Leah Weinberg

**11:00 AM**

15-MIN. NETWORKING BREAK  
Curo Coffee (45-min. service)

**12:15 PM**

NETWORKING LUNCH (Activity)

**1:15 PM**

GENERAL SESSIONS

- Sara Dunn
- Natan McKenzie
- Sara Kincaid

**3:05 PM**

15-MIN. NETWORKING BREAK  
Curo Coffee (45-Min. Service)  
Tysons Creamery (45-Min. Service)

**5:00 PM**

Closing Remarks

**6:30 PM TO 9:30 PM**

WELCOME PARTY  
The Watermark Hotel (offsite)  
1825 Capital One Dr S, Tysons, VA  
(Business Casual Attire)

### Wednesday

**8:00 AM**

Registration and Networking

**8:30 AM**

**CONFERENCE BEGINS AND  
OPENING REMARKS**

**8:45 AM**

GENERAL SESSIONS:

- Sunny Dublick
- Group Activity
- Kelcie Glass

**10:35 AM**

15-MIN. NETWORKING BREAK  
Curo Coffee (45-min. service)

**12:00 PM**

NETWORKING LUNCH (Activity)

**1:05 PM**

GENERAL SESSIONS

- LaShonda Brown
- Joanna Lovering
- Rachel Brenke

**3:00 PM**

15-MIN. NETWORKING BREAK  
Curo Coffee (45-Min. Service)

**4:05 PM**

Closing Remarks

**7:30 PM TO 11:00 PM**

BLACK-TIE GALA  
(Attire: Black-Tie)

### Thursday

**8:30 AM**

Registration and Networking

**9:00 AM**

**CONFERENCE BEGINS AND  
OPENING REMARKS**

**9:15 AM**

GENERAL SESSIONS:

- Teaira Abston
- Shauna Smith
- Nicole Wright

**11:00 AM**

15-MIN. NETWORKING BREAK  
Curo Coffee (45-min. service)

**12:15 PM**

NETWORKING LUNCH (Activity)  
Curo Coffee (45-Min. Service)

**1:15 PM**

GENERAL SESSIONS

- Kaila Thompson
- Jude Law

**3:10 PM**

Closing Remarks  
Champagne Reception  
**THE END**

10<sup>th</sup> year



# ICONIC SPEAKERS

10<sup>th</sup> year



## BRIAN GREEN

BYBRIANGREEN

**TRACK: LEADERSHIP**

**TOPIC: "The Leadership Gap: How to Transition from Entrepreneur to CEO"**

Entrepreneurship begins with passion and innovation, but scaling a business requires a shift in mindset from entrepreneur to CEO. This transition involves focusing on strategy, systems, and empowering others, rather than hands-on involvement. Developing a strategic mindset, delegating effectively, and understanding broader financial health are crucial. Entrepreneurs must overcome challenges like internal resistance and imposter syndrome by seeking mentorship and building supportive networks. Ultimately, this transformation allows entrepreneurs to unlock their organization's potential, achieve scalability, and thrive in a dynamic business landscape.

**Learning Objectives:**

- Understand the critical differences between an entrepreneur and a CEO.
- Learn the mindset shifts required to lead a growing business effectively.
- Gain actionable strategies for building and empowering a leadership team.
- Overcome common fears and challenges during the transition process.
- Develop a practical roadmap for stepping confidently into the CEO role.



## COLLEEN CARSWELL

STRUCTURED TO SCALE

**TRACK: OPERATIONS**

**TOPIC: "Systems Before Sales: Building Operational Excellence for Sustainable Growth"**

CEOs and entrepreneurs often chase sales growth, overlooking the critical importance of operational infrastructure. This presentation introduces "Systems Before Sales," a game-changing approach that prioritizes operational excellence as the foundation for sustainable business growth.

True success isn't just about closing deals—it's about creating a seamless operational machine that maximizes every opportunity. By establishing robust systems before scaling sales, businesses can serve clients more effectively, boost profit margins, and grow sustainably without burnout. Through real-world case studies and interactive exercises, you'll learn how to build strong operational foundations that enhance team development, increase revenue, and reduce turnover costs.

**Learning Objectives:**

- **Eliminate Revenue Leaks:** Identify common system failures and implement practical solutions to capture lost revenue immediately.
- **High-Impact Automation:** Prioritize and automate key business processes to boost efficiency and profits, inspired by real-world examples.
- **Team-First Culture:** Create a team-centered operational foundation to enhance retention, satisfaction, and performance, directly impacting your bottom line.



## LEAH WEINBERG

WEINBERG LEGAL

**TRACK: LEGAL**

**TOPIC: "Contract Essentials for Creatives: Key Clauses and Negotiation Tips for Client Service Agreements"**

When business is booming and your client pipeline is full, you may find that your client service agreement falls into a cycle of rinse-wash-repeat and never gets any TLC. But your client service agreement is one of building blocks of your business, and without a well-drafted, regularly updated one, you might be leaving your business open to unwanted and unexpected liability. In this session, attorney and recovering wedding planner, Leah Weinberg, takes attendees through a process for auditing their client service agreement, some must-have provisions for the agreement, and tips on what you can negotiate and what you shouldn't touch. With Leah's help, let's give that client service agreement of yours the respect it deserves!

**Learning Objectives:**

- A layperson's definition of what "indemnity" actually means
- What changes to your contract are business decisions vs. legal decisions
- Strategies for defending your contract when questioned by clients
- How to "sell" your contract to your clients



## SARA DUNN

SARA DOES SEO

**TRACK: DIGITAL MARKETING**

**TOPIC: "Your 2025 SEO Game Plan: Simple Steps to Get Found and Get Ahead"**

Ready to take your visibility to the next level on Google in 2025? SEO doesn't have to be overwhelming. In this session, I'll break down the latest search trends for 2025 and show you exactly how to take advantage of them—before your competitors do. You'll leave with a plan you can start implementing right away.

**Learning Objectives:**

- Search trends to watch in 2025 and how to use them to your advantage.
- Three practical steps to improve your visibility on Google.
- How to keep SEO simple while staying ahead of the curve.



## NATAN MCKENZIE AND PAUL NELSON-WISE

M CAPITAL TEAM

**TRACK: FINANCE**

**TOPIC: "The Leadership Gap: How to Transition from Entrepreneur to CEO"**

Ready to stop giving Uncle Sam a chunk of your hard-earned money? Whether you run an LLC or corporation, you'll get real strategies to build lasting wealth. No boring tax talk—just practical tips to make your business work harder for you and your family's future. You'll leave with a new perspective and a game plan to make it happen.

**Learning Objectives:**

- Identify and implement at three immediate tax-saving strategies specific to your business with potential savings of 10-15% in the first year
- Evaluate your current business structure to determine long-term financial goals
- Create a customized action plan for building generational wealth by incorporating immediate tax strategies and long-term investment opportunities



## SARA KINCAID

AISLE PLANNER PRO

**TRACK: TECHNOLOGY**

**TOPIC: "What's Your Exit Strategy? Using Technology to Drive Revenue Today and in the Future"**

Your company is a business! Whether you started out to fill a need in your local market or to create an outlet for a personal passion, your company should be working to support you, not the other way around. Utilizing technology in your business not only helps to drive revenue growth and allow for scalability, but also positively impacts work/life balance, increases the end client experience, and allows you to monetize your business when its time to exit! If you are looking to take your business to the next level, leveraging technology is the key to your success!

**Learning Objectives:**

- Identify which technology is right for your business
- Learn the value of technology in driving revenue
- Create a strategy on how to ensure your business will be a profit center when you are ready to sell



## SUNNY DUBLICK

SUNNY DUBLICK MARKETING

**TRACK: MARKETING**

**TOPIC: "Marketing With Meaning: Get Out of the Sea of Sameness and Make Real Marketing Impact"**

Feeling like your marketing efforts are wasted? You're not alone. With over 10,000 daily marketing messages bombarding the average adult, only about 25% are relevant. In this era of marketing overload, how can you truly connect with your audience?

"Marketing with Meaning" is your solution where AI and automation are omnipresent. This presentation blends consumer behavior insights and brand strategy to help you stand out and make your marketing more effective and impactful.

**Learning Objectives:**

- Understand the current state of the marketing industry and its ongoing challenges
- Uncover why current marketing theories are not sustainable for yielding results
- Learn why consumer behavior is so important and how to use it in shaping your strategy
- Create your integrated marketing plan using a 5 step, proven framework for marketing success
- Get inspired and excited about how marketing can be used to create genuine connections with your customers



## RACHEL BRENKE

EDEN LAW

**TRACK: LEGAL**

**TOPIC: "Using Artificial Intelligence in Your Business Legally & Ethically"**

Rachel Brenke's presentation guides creatives on integrating AI while addressing legal and copyright issues. She highlights AI's business applications and stresses the importance of legal compliance, covering data privacy, consumer protection, and liability. Brenke also focuses on protecting intellectual property with strategies like contracts and licensing. Her practical advice makes complex concepts accessible, empowering businesses to use AI responsibly within legal boundaries. Brenke will strike a balance between legal expertise and practical advice, making complex concepts accessible to a diverse audience. Her interactive approach will leave you with a clear understanding of the legal considerations surrounding AI integration and actionable strategies for implementation.

**Learning Objectives:**

- How to use AI in your business
- The legal aspects of using AI
- When you can or cannot use AI
- Which parts of AI you should avoid
- How to copyright AI materials



## KELCIE GLASS

KELCIE GLASS, LLC.

**TRACK: MARKETING**

**TOPIC: "The Creative CEO's Marketing Playbook: Building a Client-Centered Strategy for Growth"**

As a creative CEO, your brand is your superpower—and building a marketing strategy that reflects your unique vision is the key to unlocking growth in 2025. This session is designed to help you craft an innovative, client-centered marketing plan that resonates with your audience, amplifies your reach, and drives revenue. Learn about the AI tools you should be using this year that expand your capacity, streamline your efforts, and personalize your outreach to clients. Walk away with a tailored playbook of practical tools and strategies to connect authentically and market effectively to achieve your 2025 goals.

**Learning Objectives:**

- **Client-Centered Marketing Strategy:** Align your brand with audience needs to drive revenue.
- **AI Tools for Efficiency:** Use AI to streamline workflows and personalize outreach.
- **Amplify Reach & Revenue:** Expand your audience, boost conversions, and achieve business success.
- **2025 Marketing Playbook:** Leave with a customized roadmap to meet your 2025 marketing goals.



## LASHONDA BROWN

BOOTSTRAP BIZ ADVICE

**TRACK: MARKETING**

**TOPIC: "Building a Thriving & Profitable Brand with Memberships"**

Your growth in 2025 will be heavily impacted by the size and strength of your community. In this presentation, you'll learn how to leverage social media & other content marketing strategies to build a membership on a platform you own. Become less dependent on algorithms and trends with direct contact with your target customer all year round.

**Learning Objectives:**

- Learn how to attract the right members & build a team to help manage your membership
- Learn how to choose the tech stack that best suits your membership
- Learn how to craft the right member offer & price point
- Learn how to retain members and keep them engaged
- Tips for consistency with your member experience



## TEAIRA ABSTON

DREAMCATCHER CREATIVE STUDIO

**TRACK: BRANDING**

**TOPIC: "When Your Online Presence is Holding You Back"**

A unified digital presence is essential to building trust, engaging users, and driving conversions. This presentation explores how to identify and overcome common digital challenges that hinder brand impact across platforms, from website issues to inconsistent messaging on social media. Through strategic insights and practical guidance, you'll discover how to transform your online presence into a cohesive, conversion-driven asset that resonates with your audience and supports lasting business growth.

**Learning Objectives:**

- **Evaluate Consistency Across Digital Touchpoints:** Ensure brand identity, messaging, and visuals align across all digital platforms for a cohesive user experience.
- **Recognize Key Website Pitfalls:** Identify common website design and functionality issues that hurt user experience and reduce conversions.
- **Apply Best Practices for a High-Performing Online Presence:** Implement strategic updates to enhance website usability, engagement, and conversion potential.



## JOANNA LOVERING

COPPER + RISE

**TRACK: LEADERSHIP**

**TOPIC: "Speak Up and Stand Out: Cultivate the Power of Presence and Shine!"**

What's holding you back in your business? A 2022 survey of 400 CEOs revealed that 89% prioritize executive presence when selecting leaders. Limited presence is a major barrier, with 78% citing it as a key factor holding people back.

The good news? Presence can be developed. Join Joanna Lovering, executive presence consultant, defines it as how you speak, act, and look. Learn to eliminate distractions, reduce anxiety, gain confidence, and be your authentic self. This skill is vital, especially in hybrid and remote work environments. Enhance your executive presence and ensure your contributions are recognized.

**Learning Objectives:**

- What is executive presence
- How executive presence showcases your true essence as a leader
- How executive presence gives you power in stressful or overwhelming situations
- The 3 pillars of executive presence and why they matter in the workplace
- Actionable tips for overcoming barriers that keep you from being seen and heard"



## SHAUNA SMITH

WEDDINGPRO

**TRACK: BUSINESS STRATEGY**

**TOPIC: "Leveraging Data to Drive Customer Demand"**

In this session, Shauna Smith will explore how organizations can harness the power of a data marketing strategy to better understand, predict, and drive customer demand. Businesses are now positioned to make more informed decisions, create personalized experiences, and optimize customer journeys at scale. This session will equip business leaders, marketers, and data professionals with the strategies and tools needed to harness the full potential of data in driving customer demand and accelerating growth.

**Learning Objectives:**

- **Understanding Customer Behavior:** Using data to uncover actionable insights into customer preferences, purchasing patterns, and engagement drivers.
- **Personalization at Scale:** How to create tailored offers, product recommendations, and communications that resonate with individual customers.
- **Data-Driven Decision Making:** Building a culture where data guides every step of the customer acquisition, retention, and growth strategy.
- **Tools and Technologies:** A look at the latest tools and platforms that enable real-time data tracking, segmentation, and demand forecasting.



## NICOLE WRIGHT

WRIGHT CONSULTING

**TRACK: FINANCE**

**TOPIC: "Profit Right, Profit Now | Taking Control of Your Business Through Prioritizing Profit"**

Get hands-on with practical tools and strategies to boost profitability in your business! This workshop will guide business owners through essential steps for financial health: choosing the right business entity, tracking income and expenses with an accounting system, setting up multiple bank accounts to organize cash flow, and adopting Profit First principles to ensure you're paid consistently while preparing for taxes and growth. You'll leave with actionable steps for quarterly expense reviews and monthly financial check-ins, setting you up for sustainable profit and peace of mind.

**Learning Objectives:**

- Identify and Choose the Right Business Entity
- Implement a Multi-Account System Using Profit First Principles
- Develop a Monthly Financial Review Routine
- Conduct a Quarterly Expense Analysis to Cut Costs and Improve Profit Margins
- Build a Cash Flow Management Plan



## KAYO THOMPSON

VSN HOUSE

**TRACK: DIGITAL MARKETING**

**TOPIC: "Embracing a Stress-Free Social Media Strategy Beyond Algorithms & Analytics"**

For busy entrepreneurs and CEO's ready to elevate their brand, increase their income and reclaim their time using stress free social media strategies. We'll tap into methods for balancing self-care while simultaneously building your online brand with ease. Go from content confusion to content clarity, leaving this workshop with a clear social media plan ensuring your consistency with showing up online and on brand.

**Learning Objectives:**

- **Content Clarity:** Define your brand focus and content pillars for consistent, on-brand online presence.
- **Mindful Planning:** Plan content in advance for thoughtful, intentional posts without last-minute stress.
- **Quality Over Quantity:** Prioritize high-quality content that adds value over a high volume.
- **Embracing Authenticity:** Create genuine content that reflects your true voice and brand, fostering deeper connections.
- **Efficient Tools and Techniques:** Use time-saving tools and techniques to streamline content creation.
- **Incorporating Self-Care:** Integrate self-care into content creation to maintain a healthy work-life balance and prevent burnout.



## JUDE CHARLES

JUDE CHARLES

**TRACK: BUSINESS STRATEGY**

**TOPIC: "Having the Courage and Confidence to Close 6-Figure Deals"**

This interactive workshop gives participants with the mindset, strategies, and practical tools needed to confidently pursue and close 6-figure deals. Through real-world examples and actionable frameworks, attendees will learn how to overcome self-doubt, master the art of follow-up, and build unwavering confidence in high-stakes business situations.

**Learning Objectives:**

- Identify and overcome mental barriers preventing them from pursuing larger deals
- Implement a systematic approach to building and maintaining confidence
- Master the art of strategic follow-up for high-value opportunities
- Develop a personal "confidence bank" for sustained motivation
- Create and execute a relentless follow-up strategy that respects client relationships

# *Workshop*

## **GROUP MASTERMIND SESSION**

**What is the biggest challenge your business is currently facing, and what creative strategies have you considered or implemented to overcome it?**

**What are some common obstacles you've encountered when trying to scale your business, and how have you addressed them?**

**What are some successful marketing or branding tactics you've used to grow your business, and how can others in the group adapt these tactics to their own ventures?**

**What strategies have you found effective in managing cash flow, and how do you handle unexpected financial setbacks?**

# *Workshop*

## **GROUP MASTERMIND SESSION**

**How do you balance the demands of running your business with maintaining a healthy work-life balance, and what tips can you offer to others?**

**How do you stay motivated and resilient during tough times, and what strategies do you use to keep your team motivated?**

**What resources or tools have you found most helpful in managing your business operations, and how have they improved your efficiency?**

**What emerging technologies do you see as having the most potential to transform your industry, and how are you preparing to integrate them into your business?**

# *Actionable*

## SUMMARY OF ACTION STEPS

**(5) What were the three most impactful insights you gained from the conference?**

**How can you apply these insights to improve your business operations?**

**What specific strategies or tools mentioned during the conference do you plan to implement first?**

# *Actionable*

## **SUMMARY OF ACTION STEPS**

**What challenges do you anticipate in implementing the strategies to create change in your business, and how can you overcome them?**

**How will you measure the success of the changes you plan to make in your business?**

**What new connections or collaborations did you form during the conference, and how can they benefit your business?**



**ICONIC**

**ATTENDEES**

**VIRTUAL STORE**

**SPONSORS**

**10** *th*  
*year*

# ICONIC

## INDUSTRY ICONS AT TSCEO2025



**TEAIRA ABSTON**  
Dreamcatcher Creative Studio



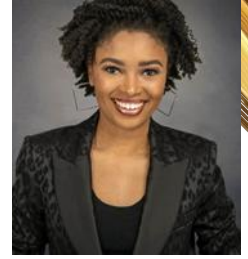
**LEENDAH ADAKA**  
Leendah Adaka Events & Design



**MARCIA ALPHONSO**  
Marcia Alphonso Designs



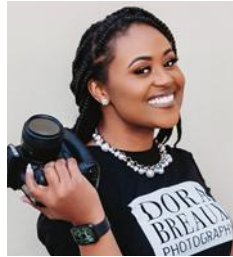
**MONICA BARNETT**  
Blueprint for Style



**TANEKWA BOURNES**  
Class N Style Productions



**TANYISHA BOURNES**  
Class N Style Productions



**DORA BREAUX**  
Dora Breaux Photography



**RACHEL BRENKE**  
Eden Law



**SANDRA BRIDGES**  
Bridges Cinema



**WILL BRIDGES**  
Bridges Cinema



**WILL BRIDGES, JR.**  
Bridges Cinema



**LASHONDA BROWN**  
Bootstrap Biz Advice



**SONI BROWN**  
Love Always Planning



**TANESSA BURCH**  
Love Meets Luxury Events



**COLLEEN CARSWELL**  
Structured to Scale



**JUDE CHARLES**  
Jude Charles



**GILLIAN DESOUZA**  
Caribbean Caterers



**SUNNY DUBLICK**  
Sunny Dublick Marketing



**SARA DUNN**  
Sara Does SEO



**TEEJAH FITCHETTE**  
Black Orchid Events



**TRENE FORBES**  
Trene Forbes Photography



**CHRISTINA GALLOWAY**  
Galloway Events



**KELCIE GLASS**  
Kelcie Glass LLC



**SHIRLEY GOODWIN**  
JR Flowers



**BRIAN GREEN**  
ByBrianGreen

# ICONIC

## INDUSTRY ICONS AT TSCEO2025



**BRON HANSBORO**  
The Flower Guy Bron



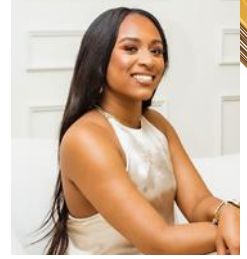
**COURTNEY HARRIS**  
Selfie So Chic



**DANEEN HEATH**  
5-12 Dessert



**TAI HEATH**  
5-12 Dessert



**ASHLEY JEAN**  
Ashley Jean Ceative



**KANEI KEITT RIVERS**  
Events by Kanei



**SARA KINCAID**  
Aisle Planner Pro



**JOANNA LOVERING**  
Copper + Rise



**MARIA LUZ VASQUEZ**  
Anytime Alterations



**NATAN MCKENZIE**  
M Capital Team



**ESSIE MCKIE**  
Caribbean Caterers



**TARA MELVIN**  
Signature Concepts LLC



**PAULA NELSON-WISE**  
M Capital Team



**MONIQUE OUTERBRIDGE**  
Velvet Cakes by Gwen



**MARILYN PATTERSON**  
Joyous Events



**JAZMINE PEATERS**  
Jazmine Karess Events



**ERICA POWELL**  
Erica Powell & Co.



**RICA PRICE**  
Selfie So-Chic



**KESHIA PRIDE**  
Pride in Planning



**CICELY PROCOPIO**  
Procopio Photography



**TIA ROBINSON**  
Cashmere Events



**MOISES ROMERO**  
Curo Coffee



**SHAUNA SMITH**  
WeddingPro



**KAYO THOMPSON**  
VSN House



**BRANDON WATERS**  
Waters Films

# ICONIC

## INDUSTRY ICONS AT TSCEO2025



**RENEE WEAKS**  
Kindle Cuisine



**LEAH WEINBERG**  
Weinberg Legal



**NICOLE WRIGHT**  
Wright Accounting Solutions



**KRISZTINA CHRISTMON**  
Simpli at Towers Crescent



**DAVID LUGO**  
Lugo Entertainment



**JEREL CROCKETT**  
Jerel Crockett



**TARA MCNAMARA**  
The Watermark Hotel



**JUSTIN WALKER**  
AV TEAM

# VIRTUAL STOREFRONT

WELCOME TO OUR VIRTUAL STORE OF SPECIAL OFFERINGS OF PRODUCTS AND/OR SERVICES FROM OUR SPEAKERS.



**SUNNY DUBLICK**  
MARKETING

**STOP WASTING MONEY ON MARKETING THAT DOESN'T WORK**  
Schedule a free 30-minute consultation.  
sunnydublick.com

QR code



**Bootstrap**  
BIZ ADVICE

LEARN HOW TO WORK LESS & LIVE MORE BY LEVERAGING TECH  
BootstrapBizAdvice.com

Use Code CEO25 for 25% off Annual Plans  
lashondabrown.com/uscreen to build your own app

Download on the App Store | GET IT ON Google Play

QR code



**SARA DOES SEO**

**The SEO Fix**

*7 Day Done-for-You SEO Setup for Wedding Pros*

- Jumpstart your rankings
- Check "set up SEO" off your to-do list
- Expert guidance on your next steps

QR code



**dream catcher**

**GAIN CLARITY & ELEVATE YOUR BRAND**  
Book Your 90-min Brand Strategy Session

Whether you're refining your messaging, repositioning for growth, or preparing for a rebrand, a Brand Strategy Session will give you the confidence and blueprint you need to move forward.

What's included:

- ✓ Full review of your online presence
- ✓ In-depth brand messaging & visual analysis
- ✓ Competitor insights & audience positioning
- ✓ Comprehensive Brand Strategy Report with actionable next steps

Scan the QR code or visit [dcs.systems.io/brandstrategy-report](https://dcs.systems.io/brandstrategy-report)  
Use promo code: "CEO25" at checkout to save 25% off your session today!

QR code



**MAXIMIZE PROFITS, TIME & ENERGY**  
**READY FOR RESULTS**  
**WITHOUT THE OVERWHELM?**

 [StructuredToScale.com/SSM](https://StructuredToScale.com/SSM)

Join the **Structured Success Membership**, a community of business CEOs just like you who are ready to **simplify, streamline, and scale** - all with expert guidance, consistent action and genuine support.

QR code



Thank You  
TO OUR  
AMAZING  
Sponsors





## FULL-SERVICE EVENT PLANNING & PRODUCTION

We thrive on creating buzzworthy and immersive experiences to exceed your expectations.

[WWW.SIGNATURECONCEPTSLL.COM](http://WWW.SIGNATURECONCEPTSLL.COM)



THE FLOWER GUY  
**BRON**

**t e h**

RENTALS + LIGHTING



[info@theflowerguybron.com](mailto:info@theflowerguybron.com)

(804) 223 - 2350

[www.theflowerguybron.com](http://www.theflowerguybron.com)

[info@theeventhouseva.com](mailto:info@theeventhouseva.com)

(804) 223 - 2350

[www.theeventhouseva.com](http://www.theeventhouseva.com)



# BRIDGES CINEMA

---

## VIDEOGRAPHY AND PHOTOGRAPHY

∟ Corporate

∟ Weddings

∟ Events

∟ Portraits



---

[www.bridgescinema.com](http://www.bridgescinema.com) 954.529.5999

M

MARCIA ALPHONSO DESIGN

**Timeless  
Floral Designs  
for Weddings  
and Events**

Lets create something  
beautiful together

[www.marciaalphonsodesign.com](http://www.marciaalphonsodesign.com)

Follow us on instagram @marciaalphonsodesign

JR Flowers

FLORAL CONCIERGE

Floral Designs for Weddings,  
Corporate, & Social Occasions

Website: [www.JRFlowers.net](http://www.JRFlowers.net)

Email: [hello@JRFlowers.net](mailto:hello@JRFlowers.net)

# CARIBBEAN CATERERS

As a proud supporter of The Signature C.E.O. Conference, we are honored to fuel creativity, connection, and celebration for the industry's finest professionals.

Here's to making every experience,  
**ICONIC.**

caribbeancaterers.com  
301-255-0001





CURO

CURATING  
SPECIALTY  
DRINKS &  
EXPERIENCES

Elevate Your Event  
With Our Full-Service  
Specialty Coffee Bar

703.202.1060  
info@curocoffee.com  
www.curocoffee.com  
curocoffee



SCAN ME

The best business starts with a *good system.*





Learn More

aisle PLANNER PRO

aisle PLANNER PRO

# TSCCEO2026

MARCH 17, 18, 19



## PROMOTIONAL INCENTIVE

**\$700 OFF 3-DAY REGISTRATION!**  
PROMO CODE: ALUMNI2025  
Expires MARCH 31ST at midnight  
2026 Regular Rate \$1800

**PAY IN FULL OR  
DEPOSIT OF \$500**





