



AN OZARKS ECLIPSE EXPERIENCE

A NATIONAL SMALL BUSINESS WEEK CELEBRATION

EPIC: An Ozarks Eclipse Experience promises to be a rewarding day of rich learning from experts in eclipse community preparedness, business development, tourism, astronomy, and marketing.

KEYNOTE SESSIONS:





Preparing Your Community for an Eclipse: 13 All-Too-Real Truths
Keynote Speaker: Brook Kaufman

In the Shadow: What to Expect for Our April 8, 2024 Total Solar Eclipse
Speaker: Dr. Margaret (Peggy) Hill

Preparing Your Business for an Eclipse: 7 Strategies for Success
Keynote Speaker: Brook Kaufman

Total Eclipse, Total Opportunity: Using our Marketing Kit to Drive Sales
Speaker: HIVEMINDED Marketing

Register now at
www.ozsbi.com

-  Thursday, May 11th, 2023
-  10.00 AM - 5.00 PM
-  OzSBI Conference Room
-  \$25 w/o lunch or \$35 w/ lunch

THE SPEAKER LINEUP



KEYNOTE SPEAKER

Brook Kaufman

CEO and President of Visit Rapid City



GUEST SPEAKER

Dr. Margaret (Peggy) Hill

SEMO Astronomer



GUEST SPEAKER

HIVEMINDED Marketing

Marketing Firm



An Ozarks Eclipse Experience

9:45

Registration & Mingle

10:00

***Preparing Your Community for an Eclipse:
13 All-Too-Real Truths***

~ Brook Kaufman, President & CEO of Visit Rapid City, SD
Preparedness discussion for communities, chambers & municipality leaders.

11:30

Lunch & Network

Visit Vendor Booths

12:30

***In the Shadow: What to Expect for Our April 8, 2024
Total Solar Eclipse***

~ Dr. Peggy Hill, Astronomer at SEMO
Learn about the significance of this celestial event.

1:45

***Preparing Your Business for an Eclipse:
7 Strategies For Success***

~ Brook Kaufman, President & CEO of Visit Rapid City, SD
Learn how to prepare your business to take advantage of the economic & tourism opportunities of the eclipse.

3:30

Total Eclipse, Total Opportunity: Using our Marketing Kit to Drive Sales

~ Hiveminded Marketing
Learn how to use the Ozarks Solar Eclipse media kit.

4:30

Business Resources to Gear up for the Eclipse

~ OzSBI Team