06/23/2011

1:00 pm - 1:30 pm

The Future of Freelancing (CFC)
Ilise Benun, Founder, Marketing Mentor
Hoboken, NJ
Whether you're self-employed or an employee, whether you work on-site as a freelancer or at home as a solopreneur, you must be ready to turn on a dime and respond to the changing needs of the marketplace.

Ilise Benun, founder of Marketing Mentor, will kick off the Conference with her perspective on recent economic changes that bode well for freelancers who are nimble enough to anticipate them and adapt. You'll explore the latest business trends that are affecting freelancers, along with the top qualities you need to succeed in an ever-changing world.

1:30 pm - 3:00 pm

To Plan or Not to Plan? (CFC)
Luke Mysse, Founder, CROSSGRAIN
Orange, CA
Most creatives don't see the importance of a business plan—or don't even know how to create one. In this session, **Luke Mysse** will show you why a concrete business plan is essential for every solopreneur. You'll learn what should be included in your plan, plus steps for turning your plan into real-world actions. After all, as Yogi Berra said, "If you don't know where you're going, you'll end up somewhere else."

3:00 pm - 3:15 pm

Independent People, Collective Good (CFC)
Carolyn Silveira
Freelancers are 31% of the workforce, but are excluded from traditional supports, benefits, and protections. How can these independent workers come together to make their careers and their communities stronger? Freelancers Union will give a quick introduction to the ideas of solidarity and mutualism that fuel labor movements past and present. In times when work—and unions—are less stable, Freelancers Union presents a new form of unionism by bringing independent workers together to build knowledge, networks, and mutual support.

3:30 pm - 5:00 pm