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## **2026 WEW Experience Steady. Steadfast. Stealth.**

**High Level Agenda v1.2**  
October 21st - October 23rd

**Location: Gaylord National Resort & Convention Center**  
National Harbor, Maryland

**Event Overview:** A transformative WEW: **WE MUST BE OUR OWN CAPITAL™** and pivotal global gathering for leaders in business will take place October 21–23, 2026. This three-day experience brings together entrepreneurs, executives, investors, and ecosystem builders to examine the challenges and opportunities shaping women in this New Era.

Over three days, participants will engage with industry leaders who have scaled to six-figure revenues and beyond, gaining actionable insight into sustainable growth, capital readiness, and enterprise expansion.

At the center of this year's convening is a comprehensive capital framework designed to reframe how women build, sustain, and scale wealth and influence through six interconnected Capital Stacks:

- Financial Capital Stack
- Institutional Capital Stack
- Global Expansion Capital Stack
- Knowledge Capital Stack
- Technology Capital Stack
- Relationship Capital Stack

These stacks serve as the foundation for deep-dive conversations across capital access, strategic alliances, resource optimization, innovation infrastructure, and market visibility.

Participants will also engage with the **\*\*5 Pillars of Success—Courage, Collaborate, Connect, Cultivate, and Communicate—\*\***which anchor the experience and translate strategy into execution across every stage of business growth.

This convening is designed not only to inform, but to equip attendees with advanced strategies to navigate capital systems, strengthen enterprise infrastructure, and expand global opportunity.



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**Wednesday, October 21st**

**Theme: Honoring Leadership. Building the Economic Engine**

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|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1:00 pm - 2:30 pm | <b>Visionary Men &amp; Advisory Council Leadership Meeting</b>                                                                                                                                                          |
| 3:00 pm - 4:30 pm | <b>Capital Circle Executive Salon</b>                                                                                                                                                                                   |
| 6:00 pm - 9:00 pm | <b>EWOI Awards Reception &amp; Ceremony</b><br>Celebrating outstanding women entrepreneurs and business leaders whose companies are achieving measurable growth and impact.<br>Limited seating. Full registration only. |

**Thursday, October 22nd**

**Theme: We Must be Our Own Capital™**

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|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:00am - 8:45am:    | <b>Women in Global Trade Executive Breakfast</b> <i>(Invitation Only)</i>                                                                                                                  |
| 8:45 am - 9:00 am:  | <b>Conference Welcome</b>                                                                                                                                                                  |
| 9:00am - 9:30am:    | <b>Opening Keynote</b>                                                                                                                                                                     |
| 9:30 am - 10:30 am: | <b>Financial Capital</b><br><i>Building the Financial Strength Behind Sustainable Growth</i>                                                                                               |
| 10:45 am - 11:45 am | <b>Institutional Capital</b><br><i>Building Credibility, Access &amp; Strategic Partnerships</i>                                                                                           |
| 11:45 am - 11:50 pm | <b>WEW Founders Choice Awards Announcement</b>                                                                                                                                             |
| 11:50 am - 12:25 pm | <b>Exhibit Hall Transition &amp; Room Clearance</b>                                                                                                                                        |
| 12:25 pm –12:30 pm  | <b>Transition Back to Luncheon</b>                                                                                                                                                         |
| 12:30 pm –1:00 pm   | <b>Capital Conversation with Troy Stovall, CEO, TEDCO × Betty Hines</b>                                                                                                                    |
| 1:00 pm - 1:45 pm   | <b>Lunch and Networking</b>                                                                                                                                                                |
| 1:45 pm - 2:30 pm   | <b>WEW Pillar &amp; Visionary Men Awards Luncheon</b><br><br><i>Recognition of the 2026 WEW Pillar Honorees</i><br><i>Recognition of the 2026 Visionary Men</i><br><i>Luncheon Keynote</i> |

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| 2:45 pm - 3:30 pm | <b>Technology Capital</b><br><i>Leveraging AI, Innovation &amp; Digital Transformation for Growth</i>                |
| 3:45 pm - 4:45 pm | <b>Global Expansion Capital</b><br><i>Preparing Your Business for Regional, National &amp; International Markets</i> |
| 5:15 pm - 7:00 pm | <b>WEW Pillar Honorees &amp; Visionary Men Celebration Reception</b>                                                 |

## **Friday, October 23rd**

### **Theme: Building the Capital That Multiplies Growth**

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|---------------------|-----------------------------------------------------------------------------------------------|
| 8:00 am - 8:45am:   | <b>Continental Breakfast &amp; Networking</b>                                                 |
| 9:00 am - 10:00 am  | <b>Knowledge Capital</b><br><i>Turning Expertise into Enterprise Value</i>                    |
| 10:15 am - 11:15 am | <b>Relationship Capital</b><br><i>Building Strategic Relationships That Accelerate Growth</i> |
| 11:20 am - 12:00 pm | <b>Closing Keynote</b>                                                                        |
| 12:00 pm - 12:15 pm | <b>Closing Reflections &amp; 2027 WEW Conference Announcement</b>                             |