

EVENT DETAILS



OCTOBER 30-31, 2026



THE MAGNOLIA HOTEL
DOWNTOWN DALLAS, TEXAS

FRIDAY, OCTOBER 30, 2026

9:00 A.M. • WELCOME / KICKOFF
DERRICK AND LEJANENA ROBERSON
Join us as we officially open the conference with inspiration, connection, and a shared commitment to elevating the standards of etiquette in business and in life.



9:15 A.M. • THRIVING WHILE SERVING
DR. KEANDRIA PEREZ
Discover how to lead with purpose, protect your peace, and sustain your impact while balancing service, leadership, and personal well-being.



10:00 A.M. • USING TECHNOLOGY TO BUILD CONSISTENCY
BRIANNA DILLION
Learn how to streamline your systems, elevate client communication, and build a consistent brand experience through smart technology and automation.



11:00 A.M. • IMPACTFUL PROGRAM MODELS
LADY TRENETTE WILSON
Explore proven program structures, partnerships, and strategies that help etiquette professionals grow their impact and income without sacrificing excellence.



12:00 P.M. • SPECIAL TEA EXPERIENCE
TEA SOMMELIER, HIWATHA COLEMAN (LUNCH SERVED)
Indulge in an exclusive tea experience that blends etiquette, culture, and connection in a beautifully curated setting. A time to relax, reflect, and be refined.



2:00 P.M. • USING AI TO SCALE
KEDRA FLOWERS, CPA
Leverage the power of AI to save time, increase efficiency, and scale your business with confidence and clarity.



3:00 P.M. • BUSINESS IN MOTION PLANNING PERIOD: CONSULTING WITH THE EXPERTS
Spend valuable one-on-one time with our speakers to discuss their business models, ask questions, and receive personalized guidance to help you grow, pivot, or elevate your business.



SATURDAY, OCTOBER 31, 2026

9:00 A.M. • COFFEE EXPRESS
EARLY MORNING NETWORKING
Start your day with fresh coffee, great conversation, and valuable connections with fellow professionals.



9:30 A.M. • PANEL DISCUSSION
THE FUTURE OF ETIQUETTE
Industry leaders share insights on emerging trends, evolving standards, and the future of etiquette in business, education, and beyond.



10:00 A.M. • CONSULTING FOR SCALABILITY: PROVIDING EXCELLENCE IN YOUR SERVICES
TOYA OWENS SHEPARD
Learn how to deliver exceptional service while creating systems and strategies that allow your consulting business to grow with sustainability.



11:00 A.M. • CURATING YOUR CONSULTANT IMAGE
OCIELIA SPROWL
Your image is your brand. Learn how to refine your presence, communicate value, and position yourself as a trusted etiquette expert.



1:00 P.M. • ELEVATING YOUR WORKSHOPS
ALISA ALLEN
Learn how to elevate your workshops with special touches that engage your audience, create a hands-on experience that will help you empower your students.



2:00 P.M. • BUILDING BUSINESS CAPACITY
DENELL PARKER, MBA
Gain practical tools to strengthen your operations, increase profitability, and build a business that's prepared for long-term success.



3:00 P.M. • CONFERENCE CLOSING AND PICTURES
ATTIRE FOR PHOTOS: ALL WHITE
Celebrate what we've learned, the connections we've made, and the future we're building—together.



ONE COMMUNITY. ONE STANDARD. ONE FUTURE.

Together, we set the standard.

