

RTP

evolve with power

CHANGE READINESS

STRATEGIC COMMUNICATIONS

CORPORATE BRANDING

DIGITAL TECHNOLOGY

NAVIGATING CHANGE

THROUGH PURPOSE & POWER

evolvewithpower.com



Jill Wheaton, Master of Ceremony
Leadership Expert & Business Strategist,
Yes or Yes Group Corp.



Tamara Terry
President & CEO,
FDW Strategic Solutions

8:30 - 9:15^{am}

Registration and continental breakfast

9:15^{am}

Welcome and opening speaker: **Tamara Terry**

9:30^{am}

Fireside chat: **Tamara Terry and Paul Weisenfeld**

Disruption isn't a detour—it's a defining moment. Join host Tamara Terry and guest Paul Weisenfeld for a candid, energizing conversation on leading through crisis, pivoting with purpose, and thriving amid uncertainty. From global systems to local impact, they'll share bold strategies and practical tools to help you face disruption with clarity, confidence, and conviction.



Paul Weisenfeld
Executive Vice President,
RTI International

WORKSHOP 1

10:05^{am}

CHANGE READINESS

— **Change as a Cultural Mindset**

Change isn't just coming—it's here. And while disruption can feel uncomfortable, it's also the birthplace of innovation, resilience, and growth. This session helps leaders reframe disruption as a space to thrive. Learn to cultivate adaptability, build agile cultures, and empower teams to face uncertainty with confidence. Whether you're navigating transformation or leading it, you'll gain the mindset and tools to move from reactive to ready.



Erika Rosenthal
Managing Partner, Veritac Group

10:50^{am}

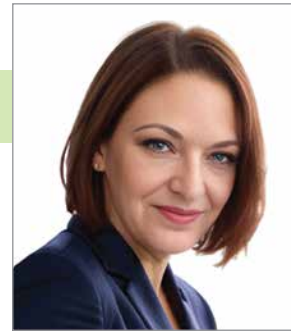
Group exercise

11:15^{am}

Break

11:30^{am}**BRANDING FOR CHANGE****— Crafting Identity That Moves Forward**

Your brand is more than a logo—it's your legacy, your leverage, and your launchpad. In times of change, it guides how you show up, connect, and evolve. This session explores how to pivot with purpose, whether you're refreshing your identity or rebuilding from the ground up. Learn how to harness your brand story, and build trust while moving forward. Expect practical insights and bold strategies to ensure your brand reflects who you are and where you're headed.



Jeanne Frazer
President & CEO, vitalink® and
Forma Life Science Marketing

12:15^{pm}**Lunch break**1:00^{pm}**Leadership, Charisma and the Psychology of Influence: Jill Wheaton**

Leadership isn't about position—it's about presence. This session is for emerging leaders ready to evolve how they show up, inspire action, and build trust. We'll explore the psychology of influence, the mechanics of charisma, and strategies to connect across teams and communities. Whether stepping into a new role or refining your style, you'll gain the insight and confidence to lead with clarity and impact.

1:50^{pm}**REWIRED FOR IMPACT:****— Digital Tech as a Catalyst, Not Just a Tool**

Technology is powerful only when paired with strategy—and today, that pairing is essential. This panel brings together leaders, educators, technologists, and strategic thinkers who are using digital tools to re-imagine workflows, unlock learning, and drive growth. They'll explore how tech serves as a catalyst for continuous improvement and purposeful evolution. Whether you're rebuilding a career or retooling a business, this session offers practical insights to move forward with confidence.



Caswell Hoffman
Spectrum Reach



Javon Coleman, MBA, CSDP
World Wide Technology



Mike McTaggart
Global Digital



Dr. Siobahn Grady
North Carolina Central
University AI Center

2:50 - 3:30^{pm}**Closing remarks & networking**

Presented By:



Thank You, RTP Evolve Partners :

