



**CONFERENCE PROGRAMME INTERCONTINENTAL HOTEL LUSAKA.
AUGUST 2024**

**SALES CONFERENCE - PROGRAMME EMPOWER, EVOLVE, ENGAGE: BUILDING
RELATIONSHIPS THAT DRIVE GROWTH**

DAY ONE: THURSDAY 22ND AUGUST 2024

TIME	DESCRIPTION	PRESENTER
07:30 - 08:30	Registration	Secretariat
08:30-08:35	Opening and welcome remarks	Mrs. Lute. L. Mwelo FZIM Registrar & CEO
08:35 - 08:40	Climate Setting	Mr. Mwewa Besa FZIM -President
08:40-09:00	Official Opening	PS –Ministry Commerce Trade & Industry Ms. Lillian Bwalya
09:00 - 09:45	Empower, Evolve, Engage- Building relationships that drive growth.	Mrs. Rabecca Katowa FZIM-Keynote Speaker
09:45 – 10:00	TEA BREAK	

10:00 - 11:45	Mastering lead generation: Strategies for a competitive edge.-	Mr James Chona
12:00 - 13:45	LUNCH	
14:00 - 14:45	Sustainable Sales: Balancing profitability with Corporate Responsibility	Mrs. Kasali Kaingu -FNB
15:00	TEA BREAK AND END OF DAY ONE	

DAY TWO: FRIDAY 23RD AUGUST 2024

TIME	DESCRIPTION	PRESENTER
8:30	Welcome Remarks	MC- Mr Kwale Luputa
08:30- 09:30	Marketing and Sales of Financial services	Mr Mwewa Besa FZIM
09:30 – 10:45	Relationship management: The Psychology of Selling	Panel Discussion-Mr Chooye Hamusankwa, Mrs Ivy Hamwaka Mr Geoffrey Chirwa Moderated by Ms Kafeka Seyuba.
10:45 – 11:00	TEA BREAK	
11:00 – 12:45	Artificial Intelligence In Marketing and Sales	Dr. Francis Mukosa -Master Class
12:45	LUNCH-END OF PROGAMME	
18:00	SALES EXCELLENCE AWRADS CEREMONY	