



NASHVILLE | 2025



WOMEN IN PAINT

FEATURED WORKSHOPS & EXPERIENCES

Hands-On Cabinet Refinishing

Watch a start-to-finish cabinet transformation led by a pro. From surface prep to a flawless finish, learn the techniques, pricing insights, and real-world tips that lead to beautiful (and profitable) results.

Wallpaper Uncovered

Whether it's a live demo or a deep dive into profitable pricing—this session will remove the mystery from wallpaper and show how it can elevate your offerings.

Intro to AI in Your Painting Business

Whether you're the owner, admin, or in the field, this session breaks down practical ways to use AI for marketing, operations, and customer experience.

Communication That Connects

Whether you're on the job site, in the office, or working with clients, communication makes or breaks a team. This interactive workshop explores how to connect more effectively with others, even during difficult conversations. We'll introduce frameworks like DISC to help you understand different communication styles and build stronger relationships.

EOS 101: Systems That Scale

A practical guide to what EOS (Entrepreneurial Operating System) is, how it works, and how to begin implementing it in your business or department, even if you're not the owner.

Hiring with Intention

Discover how to build a pipeline of future leaders. We'll talk about hiring smart, building a bench, and the tools that help you attract and grow the right people.

Women's Health in the Trades

We'll hear from a women's health expert about how we can show up for ourselves—mentally, physically, and emotionally—in an industry that doesn't always prioritize well-being.

POWER TRACKS

These sessions feature real businesses pulling back the curtain on what works—so you can apply it no matter your title.

Power Track: Production

From tools and team structure to KPIs and client communication, we'll get a full breakdown of a company's production systems. Designed for project managers, crew leaders, and business owners.

Power Track: Sales

Learn a complete sales workflow from a successful team. From lead response and estimating to follow-up and close rates, plus a deep dive into the KPIs they track to grow revenue.

Power Track: Marketing

How do growing companies market themselves today? See behind the scenes of a business that consistently generates leads. Learn what systems they use, what they track, and how they position their brand.

DYNAMIC PANEL DISCUSSIONS

Our panels are always a highlight, bringing together a variety of perspectives and experiences from across the industry. This year, we're hosting two dynamic panels designed to spark conversations, share insights, and answer your burning questions. Topics are still in the works, but you can expect engaging discussions that resonate whether you're an owner, estimator, project manager, or administrator.

BRAIN MELDS: DEEP DIVE EDITION

This year, we're reimagining Brain Melds as structured, topic-based discussions with clear takeaways. You'll move through sessions designed to spark ideas, gather insights, and encourage connections with peers at every level.

*Topics, speakers and schedule subject to change without prior notice