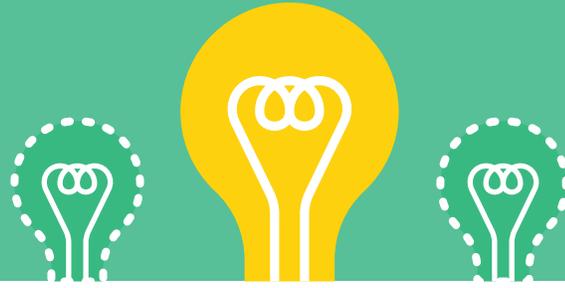


# IDEAS *into* ACTION



## EVENT 2: The Gig Economy: The Future Today

Sponsored by: The International Monetary Fund Family Association

The emergence of the gig economy has redefined workers' expectations for where they work, how they work and their daily work routines, and who they work with. More fundamentally, it has forced us all to reevaluate the purpose of working and pursuing a particular career path. Join leading businesspeople as they explore what you need to survive and thrive in this bold new world.

### Keynote Speakers:



**Betsy Dougert** is the Communications Manager for SCORE, the nation's largest network of volunteer, expert business mentors, where she is responsible for national public relations, social media and email marketing. She will be discussing the results of SCORE's 2017 Small Business Jobs Report, and the impact of the gig economy on hiring practices in the US.



**Jeanne Rossomme** is the Founder and CEO of RoadMap Marketing, a consulting firm that works with fast-growing tech firms, mid-sized companies and mission-driven organizations to define key metrics and the marketing program levers to move them.



**Robin Thieme, CGMA, CITP, CPA** is the founder and CEO of KBS CFO and SoGo Workspaces. Her businesses provide strategic guidance, accounting services, systems-based solutions, and co-working space for entrepreneurs and business owners across a wide range of industries.

Keynote presentations will be followed by an interactive panel discussion and Q&A, featuring members from our community who will share their experiences of working in the gig economy.



May 15, 2018  
12:00 pm to 2:00 pm



International Monetary Fund HQ1, Meeting Halls A and B  
700 19th St NW, Washington D.C. 20431

A light lunch will be served before the event. Registration is limited to staff and members of the participating organizations. Please register at [www.imffa.org](http://www.imffa.org) by Friday May 11, 2018.

*This is the second in a series of the three 'IDEAS INTO ACTION' workshops designed to provide participants with information and tools to help them future-proof their career.*