

## Sunday, November 19th

Timing	Event
12:00am – 11:59pm	Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Plan Ahead Events Authorized Reseller, Auction Frogs</i>
8:00am – 6:00pm	Registration & Information
10:00am – 12:00pm	Community Service Event ( <i>additional registration fee required</i> )
12:00pm – 3:00pm	Site Inspection of Niagara Falls ( <i>Planners only</i> )
3:00pm – 4:00pm	New Member and First Time Attendee Reception (by invitation only) <i>Sponsored by Hilton Worldwide</i>
3:30pm – 4:00pm	Networking Break "In the Zone" (Tech Zone, Play Zone, Wellness Zone) <i>Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto</i> <i>Wellness Zone Sponsored by Tourism Saskatoon</i> <i>Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter</i>
4:00pm – 5:45pm	Opening Ceremonies with Keynote Presentation <i>Sponsored by National Speakers Bureau</i> <b>Dr. Brynn L. Winegard</b> Award-Winning Professor and Expert in Business-Brain Sciences

### Engaging People, The Brain Science Secrets of Persuasion & Influence: Proving the Value of Face-to-Face Meetings

*Professionalism*



Engaging people is all about understanding what really makes their brain tick—how their brain really functions toward being persuaded and influenced to like something or want to do something. Further, all of brain science leans toward the value of real-time, interpersonal, face-to-face interactions in order for persuasion mechanisms to really work—our cognitive and neural systems only fire fully and properly when we are in the presence of others, not when we simply hear their voice or see their image. Dr. Brynn L. Winegard will show audiences how to foster better engagement in themselves and others using persuasion and influence knowledge. She provides an overview on the neuroscience of persuasion, influence, engagement while sharing key takeaways from the best-in-class and frontier social cognitive neuroscience research.



### Master of Ceremonies: **Danny Hooper** *Sponsored by Danny Hooper Productions*

Danny Hooper is enjoying a remarkable ride. Born in Edmonton and raised on a cattle ranch near the tiny hamlet of Tomahawk, Alberta, Danny knew at an early age that his passion was in the entertainment world. In the decades since, he has parlayed his unique personality and off-beat sense of humour into an award-winning career and thousands of on-stage performances as a recording artist, motivational speaker, comedic emcee, and celebrity benefit auctioneer.

6:00pm – 8:30pm Welcome Reception & Networking event *Sponsored by Niagara Falls Business Events*

## Monday, November 20<sup>th</sup>

Conference Host for Monday November 20<sup>th</sup> Marriott International, Inc.

12:00am – 11:59pm	Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Plan Ahead Events Authorized Reseller, Auction Frogs</i>
6:30am – 7:30am	Foundation Fun Run in support of the PCMA Education Foundation <i>(additional registration fee required)</i>
8:00am – 5:00pm	Registration & Information
8:00am – 9:00am	Networking Breakfast "In the Zone" (Tech Zone, Play Zone, Wellness Zone) <i>Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto</i> <i>Wellness Zone Sponsored by Tourism Saskatoon</i> <i>Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter</i>
9:00am – 10:45am	Morning Plenary Session with 3 Keynote Presentations

Back by popular demand, join us in the morning general session where we offer you a taste of three awesome keynote presentations. Three great speakers each giving a mini version or taste, if you will, of what their full keynote sessions include. After the morning break, you will have the opportunity to choose one of the three that suits your needs and then following lunch you can choose a second speaker to deliver their full keynote for your edification and enjoyment.

**Sylvia Plester-Silk** - Energy Shifter, pioneer in energy healing techniques  
*Sponsored by On Purpose Consulting*  
**Shift Your Energy for Success**

*Professionalism*



What is this energy thing anyway? Learn how to feel energy – yours and other people's energy. Understand how your energy is impacted by others. Learn practical techniques to manage yourself and shift your energy. Now imagine how you could be an Energy Shifter for Your Events. We've all be in those rooms that set-up is challenging if not impossible or something goes wrong and participants are impacted. You can overcome these challenges using Energy Techniques to manage participants' experience.

**Eric Termuende** - Head of True Calling Canada, founder of Now Innovations and DRYVER Group  
*Sponsored by National Speakers Bureau*  
**Redefining Happiness**

*Professionalism*



In a world that is busier and more noisy than ever before, society still defines those who have the most material, most compensation, best title, or most education as the one who is the most successful. As a result, we see people that ultimately chase things that are perceived to put a smile on their faces while we are on the endless search for external validation. This presentation will outline the current state of information and derivation of happiness and empower people to think of their success and fulfillment a whole new way.

10:45am – 11:15am	Networking Break "In the Zone" (Tech Zone, Play Zone, Wellness Zone) <i>Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto</i> <i>Wellness Zone Sponsored by Tourism Saskatoon</i> <i>Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter</i>
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11:15am – 12:15pm Concurrent Sessions (3 keynotes continued)

**Sylvia Plester-Silk** - Energy Shifter, pioneer in energy healing techniques

*Sponsored by On Purpose Consulting*

**Shift Your Energy for Success**

**Eric Termuende** - Head of True Calling Canada, founder of Now Innovations and DRYVER Group

*Sponsored by National Speakers Bureau*

**Redefining Happiness**

12:15pm – 2:30pm Awards Luncheon and PCMA Canada East Chapter Annual General Meeting

*Sponsored by the Meet In Alberta Team*

2:30pm – 3:30pm Concurrent Sessions (3 keynotes continued)

**Sylvia Plester-Silk** - Energy Shifter, pioneer in energy healing techniques

*Sponsored by On Purpose Consulting*

**Shift Your Energy for Success**

**Eric Termuende** - Head of True Calling Canada, founder of Now Innovations and DRYVER Group

*Sponsored by National Speakers Bureau*

**Redefining Happiness**

3:30pm – 4:00pm Networking Break "In the Zone" (Tech Zone, Play Zone, Wellness Zone)

*Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto*

*Wellness Zone Sponsored by Tourism Saskatoon*

*Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter*

4:00pm – 5:00pm Concurrent Sessions – Segment 1

**UnScripted Events: Manage in the Moment**

*Jennifer Spear MBA, Clean Slate Strategies*

*Strategic Planning*

As meeting and event professionals we are responsible for not just the design and logistics but the engagement and the outcomes of our meetings as well. The competition for your attendees' time and attention has never been more fierce. In order to GET THE EDGE, you are constantly required to stay ahead of the curve; to have, not just the latest greatest thing, but the NEXT greatest thing and you are judged not only on the attendance this year but on selling out next year's event. Because of this we want to have tight controls on the entire event. We plan every last detail and double check personally in order to arm your event against uncertainty and unpredictability – the very things you face everyday. But attendees are no longer satisfied with being passive observers; they are seeking to be more involved, they are seeking input and engagement, which increases unpredictability and decreases control. Every meeting planner knows to expect the unexpected but... can you learn to like it or even thrive in it...? You will be introduced to The UnScripted Mindset that will allow you to face uncertainty and ambiguity and create opportunity. It will allow you and your organization to not only adapt to change, but to take advantage of change and innovate without fear. The UnScripted Mindset will allow you to GET THE EDGE needed in order to remain relevant to your clients and attendees. Based on the principles of improv and problem solving attendees will laugh as they learn the critical skills of successful improvisers that will allow you to Think Faster, Lead Smarter and Manage in the Moment as a Meeting Professional and as part of a team as you manage the UnExpected, the UnPredictable and the UnAvoidable.

*After attending this session participants will be able to:*

- Appreciate the need to relinquish some control in order to increase engagement
- Understand the need to embrace change, see opportunities when faced with uncertainty and ambiguity and to have the confidence in themselves to be able to Manage in the Moment and Get the Edge needed to remain successful
- Learn and practice the critical skills of successful improvisers to: think on your feet, listen effectively, be present and in the moment, effective communication, collaboration & negotiation, being affirmative and building on other's ideas, teamwork. Participation in this session will prepare you for the UnConference.

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### Street Talk III-tips and tricks from both sides of the street

Moderated by: Andrew Horsfield, Lord Elgin Hotel

Stakeholder  
Management

It's back by popular demand. Always a session packed with planners and suppliers alike, join us as a panel of experts representing all facets of the meeting industry engage in a wide-ranging conversation about the perils, pitfalls and positives encountered while planning a conference. Totally driven by audience participation, this session has earned top marks for its frank and open discussion about the irritants and potential disasters that arise pre and post conference. If wisdom is learned through mistakes, then this session gives you a chance to benefit from other people's experience.

After attending this session participants will be able to:

- Identify potential savings and pitfalls while planning a conference
- Have a deeper understanding of charges and concessions related to conferences
- Discover which practices can be counter-productive to the planner/supplier relationship

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### Do you want to grow your audience and enhance their engagement?

Jennifer Kingen Kush, DES, PCMA's Digital Experience Institute

Meeting or Event  
Design

Skype calls, Zoom presentations, Facebook Live programming — the average user spends a big chunk of time behind their screens. As more professionals invest more time in using online broadcast tools, how are meetings and events leveraging digital technology? Why aren't 74 percent of meetings offering a digital experience? Shouldn't digital events be increasing as costs come down and consumers crave more digital media? Face-to-face gatherings are the foundation of sharing new ideas and creating new connections, but it's no secret that many prospective attendees struggle to carve out the typical three or four days required to participate in a conference. Virtual and hybrid meetings offer a next-best-solution. PCMA, the authority on face-to-face events and business event strategy, believes live streams are complementary extensions of events. What better way to showcase your brand than through a digital event?

After attending this session participants will be able to:

- Discover why virtual and hybrid meetings are more important than ever.
- See how the Digital Event Strategist [DES] certification bring you the latest in engagement, strategy, and revenue ideas to push your event to the next level.
- Understand how PCMA's certification course provides you with the education and path to make it happen.

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### The Art and Outcomes of Design Thinking

Brian Johnston , Freeman Audio Visual Canada

Meeting or Event  
Design

What does it mean when we talk about design thinking? Well, google says, "Design is not just what it looks like. Design is how it works". With this in mind, design thinking is our ability to imagine a better outcome...and produce it! It is an intentional process. Design is not created by chance, it is thoughtfully orchestrated. So, how can the concepts of design thinking be leveraged in our everyday lives? In this session, we will walk you through our design thinking methodology, a four-phase collaborative process designed to elevate creative quality, drive client satisfaction, and improve economics. The process evolved out of a series of workshops led by Freeman Chief Design Officer Bruce Mau and is based on the problem-solving approach designers use to systematically achieve desired outcomes. Led by two of Freeman's trained design thinking Ninjas, attendees will walk through the four-phase process with their peers to design solutions to the issues and challenges that are most prevalent for them. In addition to collaborating on solutions to these challenges, attendees will walk away from this session with a new process and set of tools they can use to implement design thinking back at their workplaces.

After attending this session participants will be able to:

- To better understand design thinking and the capabilities it has to problem solving in the workplace
- To apply design thinking methodology to real-life problems or challenges you are facing in your current role
- To embrace and unleash the inner designer within you

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### How to Turn your Conference into an Idea Factory

Ed Bernacki, The Idea Factory

Meeting or Event  
Design

The trend toward un conferences, hacks and jams is being driven by a new generation of conference delegates who want to engage with speakers, content and other delegates, and then create something real. We must embrace these approaches as they are the future. This changes the delegate experience. Promoting conferences based on the line up of speakers may be replaced by promoting what delegates will help create at an event. You can take part of your program and turn it into an idea factory. For staff or association events, this is the ideal way to get more engagement and create true value. This session will help you craft your approach to turn to your events into idea factories.

After attending this session participants will be able to:

- Learn how to design elements of a conference to engage the audience in collaboration that results in a tangible product.
- Learn from practical case studies that demonstrate specific approaches that can be used to harness the creativity of delegates.
- Learn four specific models for engagement that can lead to; greater individual success, greater team collaboration, solve a problem or challenge, or create new opportunities.
- Understand the current buzz terms: meeting architecture, conference design, and terms such as open space, unconferences, hacks and jams.

4:00pm – 5:00pm Mini Sessions – Segment 1 (2x30mins)

4:00pm – 4:30pm - **Livin' Life Large - Taking Your Business to the Edge PART 1**

*Meeting or Event Design*

*Tyler Hayden BRM (OEE), Tyler Hayden Inc.*

Based on Tyler's bestselling book *Livin' Life Large: Simple Actions that Create Success*, will have the audience leaving the presentation with simple changes that they can easily make to begin to create a balanced lifestyle in both their personal and professional lives. Heck you've gotta be balanced if you are livin' on the edge! The content combines expert storytelling, current research about the meeting industry and engaging audience participation. This presentation is all about creating long-term life satisfaction by living "every single moment of every single day." In doing so we are able to effectively and efficiently balance the rigours that work and life throw our way.

After attending this session participants will be able to:

- Identify 3 ways to bring the concept of living on the edge into your business.
- Explore what current skills and strengths you have that will enable you to be successful.
- Identify what the "tipping point" is for your success.

4:30pm – 5:00pm - **Sponsorship 2020: Sell more, push boundaries, deliver on ROI!**

*Stakeholder Management*

*David Saef, GES*

Selling and managing sponsorships, or "non-dues revenue," has never been more important. With companies and partners seeking unique ways to raise awareness, connect with target attendees, or show their support for the industry, it is critical for event organizers to leverage the latest technologies ideas and techniques to demonstrate value. This session will explore the latest selling trends and tools, and share innovative sponsorship ideas being undertaken at events, exhibitions, and festivals.

After attending this session participants will be able to:

- What are the latest tools and techniques organizations are using to reach new sponsors and renew existing partners?
- What are the latest innovative sponsorships being undertaken at live events and exhibitions?
- How can I focus on my most important drivers of sponsorship success?

5:00pm – 6:00pm Tweet-Up Reception *Sponsored by Ottawa Tourism*

6:00pm – 7:00pm President's Reception (by invitation only)

Evening Free Night or Open for Supplier-hosted events



## Tuesday, November 21<sup>st</sup>

12:00am – 4:00pm	Silent Auction Online Portal <i>Online Portal Sponsored by Plan Ahead Events Authorized Reseller, Auction Frogs</i>
8:00am – 5:00pm	Registration & Information
8:00am – 9:00am	Networking Breakfast "In the Zone" (Tech Zone, Play Zone, Wellness Zone) <i>Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto</i> <i>Wellness Zone Sponsored by Tourism Saskatoon</i> <i>Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter</i>
9:00am – 10:45am	Morning Plenary with Keynote Presentation <b>Wayne Lee</b> Corporate Hypnotist & Performance Coach on Positive Programming <i>Sponsored by Wayne Lee Enterprises Inc.</i>

### Set Your GPS for Success through mindfulness – An Interactive Keynote

*Professionalism*



These days, if you want to get someplace fast, with no wrong turns, you just program your car's GPS and follow the commands. You choose a destination, then your GPS calculates the route from where you are to where you want to go and then it guides you to get there. Your brain works the exact same way: choose where you want to go and your subconscious takes over from there. Trouble is... your subconscious is also a storage area for habits and beliefs that either keep you on track or throw you off course. If you don't program it for success, you'll never reach your destination. Wayne Lee helps you access and harness the power of your GPS for optimal performance at work and at home. This presentation opens your mind to melt away stress and negative interference. This presentation helps reveal what's possible when you program your GPS for success. Deeply engaging, always down-to-earth, he delivers life-changing content and an exhilarating, one-of-a kind experience.

10:45am – 11:15am	Networking Break "In the Zone" (Tech Zone, Play Zone, Wellness Zone) <i>Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto</i> <i>Wellness Zone Sponsored by Tourism Saskatoon</i> <i>Play Zone Sponsored by Destination St. John's and the PCMA Canada East Chapter</i>
11:15am – 12:15pm	Concurrent Sessions – Segment 2

### Outa-the-Box Team Mover - Team Building & Ice Breakers for your next Conference

*Meeting or Event Design*

*Tyler Hayden BRM (OEE), Tyler Hayden Inc.*

During this action packed, fun and informative full day of learning meeting planners will engage in a session on leadership and team building perfect for the fast paced event management world. Learners will explore my new Team Building Games App (available in Google Play and the Apple Store) - and learn how to build amazing conference events using simple and professionally designed activities. The "Outa-the-Box Team Mover Workshop" is a learning event that will help meeting planners to better understand how to make team building events a valuable component part of their event plan. Within the session we will explore: virtual team activities, easy meeting icebreakers/warm-ups, multiple intelligences of teams, leading activities, and rubber to the road ideas they can apply now. This session is jammed with lots of free take-away activities paired with an exploration of the theoretical underpinnings of these tools from engagement and recognition to team building and leadership. This session is a game changer for today's event planner interested in gamification and interactive events.

*After attending this session participants will be able to:*

- Learn 3 easy to apply icebreakers for my next event.
- Understand the importance of Multiple Intelligences when choosing activities for different groups.
- Get to know other meeting planners in a fun way.

### New forces shaping the eternal question: in-house or outsource?

*Meeting or Event Design*

*Adriana Spitteler, A111 Power of Conference Service*

Technological convergence, social media, education on-demand, and the increasing professionalism of meeting management professionals are the new forces shaping the decision on outsourcing or keeping in-house. The session aims to address common questions: How do we make the most of the budget yet work efficiently and stay healthy? How do we keep control when a service is outsourced? Is it adding a new member to your staff or is it more cost-efficient to outsource? The session will start with a dynamic and short analysis approaching of the pros x cons of choosing in-house or outsource, including a budget sample to support the comparison. A case study will be used as an example and guideline for the following panel discussion. The panel will consist of two pre-selected meeting planners one being pro-outsourcing and one being pro in-house. In addition, we will have two free seats for a volunteer selection amount the audience. During and after their deliberation, a discussion will be opened to the audience. The goals of the session are to: Evaluate new trends and analyze how they change this decision to outsource or not, Examine how the conference budget is affected, Educate on the topic by introducing latest facts. The session is an exciting topic for associations and meeting planners as there is still hot debate on this subject. Also, a dynamic session will increase engagement, encourage participants to share knowledge and experience and ultimately build a community

After attending this session participants will be able to:

- Diagnose current facts and new trends affecting the decision to choose to outsource or organize in-house, thus enabling delegates to make an efficient resolution
- Apply methods that will allow delegates to assess new procedures to make the best of their budget
- Reiterate the difference between a “needs assessment” for outsource versus in-house and the impact of both

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### **From Fab Destination to Frantic Situation: What to do when your venue vanishes**

*Risk Management*

*Carly Silberstein DES, Redstone Agency; Heather Reid ARCT MSCh, Planner Protect*

It's every planner's worst nightmare. Two months before your biggest event of the year, your venue unexpectedly closes. In early 2017, the nightmare came true for Carly Silberstein. The CEO of Redstone Agency stumbled across a media article reporting a popular venue was closing its doors – despite having a client event on their books. Suddenly finding herself without a venue for one of Redstone's biggest client events, the planner scrambled to find a new suitable venue, gather new catering and AV quotes from in-house preferred suppliers, update marketing materials, and communicate the change to registered guests. All this unexpected work required time and money neither Carly nor her client had budgeted. More important, it jeopardized the event's success. How could this situation have been prevented – or at least mitigated? Carly shares her case study and lessons learned alongside contract negotiation expert Heather Reid. Heather is Founder and CEO of Planner Protect, an agency that helps event planners, hosts and venues negotiate fair and balanced contracts. Building on Carly's first-person account, Heather analyzes the contract at the root of the event. What could Redstone have done at the contract stage to reduce risk for themselves and their client? What did Carly do to mitigate costs and salvage the event? Discover contract terms, keywords, and best practices that will benefit even the most seasoned planner. Events are risky. But YOU don't have to bear all the risk! Know your rights and ensure that – if your venue does “vanish” – you survive with your budget, your relationships, and your reputation intact!

After attending this session participants will be able to:

- Contract negotiations
- Insurance and safety nets
- Crisis management

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### **Disruption vs Innovation: 5 Trends that will Make (or Break) Your Event**

*Meeting or Event Design*

*David Saef CTSM, HMCC, GES*

Join David Saef, industry thought leader, as he explores 5 key trends affecting face to face marketing and we address how to succeed in a constantly evolving marketplace: \* Everything Digital, \* The Intelligent Event, \* Corporate, Corporate Everywhere, \* Internet of Things, \* Driverless, Cashless, and Self-Serve. David will lead a provocative discussion intended to help participants lead industry change and drive organizational success.

After attending this session participants will be able to:

- Why is it important to include digital at the center of the event experience?
- How can events become smarter, seamless, and interconnected?
- What lessons can we learn from successful corporate events and festivals?

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### **Marketing in the New Economy - 5 Critical Things to Know to Get the Edge!**

*Marketing*

*Pat Mussieux*

Some people think you need to go to the extreme to get the edge in any aspect of business. Not so! Marketing in this economy can be compared to dating in many ways – we've all been there: we've put in the effort, we've been hurt, we've been rejected and overlooked and yet its essential to be able to bounce back and stay in the game. Its a jungle out there! In this lively, relevant and engaging session, Pat will give you the 5 critical things you need to know to stand out in a crowd, to get ahead of the pack and stay away from the curb! Come and be inspired by the simple marketing strategies that have taken her speaking and coaching business from zero to just under \$1M in less than 6 years.

After attending this session participants will be able to:

- Identify the 4 major barriers holding you back from 'having the edge' and that are keeping you stuck
- Learn the #1 strategy that will give you the edge - so you can better manage your time, your energy, your clients, your reputation - and your profits!
- Go away with a Simple Action Plan that you can implement today!

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11:15am – 12:15pm Mini Sessions – Segment 2 (2x30mins)

### **11:15am – 11:45am – Why do people take notes and never look at them again?**

*Meeting or Event Design*

*Ed Bernacki, The Idea Factory*

You've got the best speakers, a great venue, and designed your conference for engagement, and yet, most people will leave the event and never look at their notes again. What's going on? We cannot ignore the role of delegates. We must consider

how we can improve their skills for being effective, engaged, and active listeners, note takers and idea managers. This session will explore pioneering work by Ed Bernacki in the development of conference delegate skills and engagement strategies. The meetings industry must see the bigger picture of how events make differences in the professional and personal lives of delegates. Acting on their notes is the first step.

*After attending this session participants will be able to:*

- Prompt a new understanding of the role of conference delegates for creating value at a conference.
- Gain new tools to help delegates to engage in ways that lead to more ideas and results.
- Change the focus of conference planning – from ‘speakers’ to the value that is created for and by delegates.

11:45am – 12:15pm – **Human Trafficking in Our Backyard: What You Can Do--A Conversation**

*Risk Management*

*Sandy Biback CMP Emeritus, CMM, Imagination+Meeting Planners Inc.*

In this session, participants will be introduced to the topic of Human Trafficking--from the macro of what is happening in the world today to the micro-what is happening in our own backyard. Backyard: Our conferences, events, hotels, other venues. Most importantly, what information and training is available to planners, venues and other suppliers that will help them, Recognize what human trafficking looks like, What they can do about it. The session will be interactive, the goal is to open the eyes of participants, not to scare them, but acknowledge that this is happening in our backyard and yes, we can do something about it. References will be made to each province and what is happening in those provinces. References will be made to what some planners are doing (i.e. including questions about training in their RFPs) and what venues are doing. And what the govt (in particular provincial) are doing. How does this relate to more than our own industry? What other resources are there out there? What about financial ways to help fight human trafficking? What does human trafficking mean? This is not about blame, this is about collaboration and building on what is out there. It is about awareness and the impact of human trafficking.

*After attending this session participants will be able to:*

- To have an open discussion, with presentation of facts, of how planners & suppliers can collaborate to help eradicate Human Trafficking
- To provide planners and suppliers with resources they can use in their request for proposals and suppliers can use in their training and marketing their services
- To add to macro knowledge of a world wide problem and bring it home in a micro view

12:15pm – 2:00pm      Networking Lunch *Sponsored by Victoria Tourism*

2:00pm – 3:00pm      Concurrent Sessions – Segment 3

**PCMA Canada East Chapter LIVE-ED initiative – What works and Lessons Learned**

*Meeting or Event Design*

*Francois Brunet, D.E. Systems Ltd.; Vojta Ciml, SlidesLive; Gaylene Van Dusen, Chorus Call*

In 2017 PCMA launched a new initiative LIVE-Educational workshops. The Chapter planned 4 educational workshops through out the year, previous years, when possible we arranged speaker travels to some of the major centres primarily Ottawa, Toronto and Montreal to repeat the workshop during the same week, this proved to be challenging from a logistic and cost point of view. This year PCMA Canada East launched the LIVE-ED project, the idea was to have all our workshops sessions broadcasted live but using various technologies available. From Facebook Live, Slidelive, Webcasting with Chorus Call to a Webex service with Go to Webinar. The session will go over what worked, the challenges, review of the technologies from a logistic, cost and member engagement on site and virtual. As well, a panel of industry professional involved in bringing the technology will share their experience and best practices in introducing a virtual component to your event.

*After attending this session participants will be able to:*

- PCMA Canada East experimented with various live streaming technologies; the panel will share some of the technical challenges and benefits of introducing a virtual component to your event.
- They are many new options and emerging technologies for live streaming - what considerations should be taken in selecting a live streaming technology platform, what technology is best suited for which learning environment and what are the financial implications
- Best practice on how to brand your event and engage virtual audiences

**CSM's and Planner's - Working Together**

*Stakeholder Management*

*Wendy Halle CMP, DES, CIFAR; Andrea Bright, Ontario Nurses' Association*

As a planner, you work with your sales representative to find the perfect meeting space. You find space that meets all of your requirements and will satisfy all of your meeting goals and objectives. High five for you! You sign the contract and then realize you need to change the set-up, adjust your move-in times, remove a lunch, reduce your breakfast buffet, and the changes seem to continue. You realize your CSM probably wants to scream internally however they do a great job at smiling externally. You hope that your Conference Services Manager can magically make all your client's demands work but you



realize there will be hurdles along the way with venue rules, guidelines, contract clauses and other issues beyond their control. This session will bring together planners and CSM's for an honest roundtable about how to overcome these challenges in working together collaboratively to ensure all the last minute changes for your event can be made and you ultimately put together an outstanding event.

*After attending this session participants will be able to:*

- To have an understanding on how Conference Service Managers work within a hotel/ convention centre
- For CSM's and sales representatives to have an understanding on how planners work
- To gain tips and tools from the panel about making the event a success.

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### **Act 1: UnConference: Mindset & Experience Setting You Up For Success**

*Meeting or Event Design*

*Jennifer Spear MBA, Clean Slate Strategies*

Our attendees are no longer willing to be a passive audience, they want to be engaged participants. Solution – The UnConference. An UnConference is a well-designed but loosely controlled event where the attendees drive the conversation. An UnConference is designed to give up some control in order to increase engagement, the idea of which can strike fear even in the most seasoned event planner. You can keep your multiple hats on your head in this session as you will be a participant, observer and planner. You will experience an UnConference and participate in discussions on familiar topics but in a different way. You will become a critical part of the success of the event and will experience co-creating the event, you will feel what it is like to be a positive contributor and collaborator, how it feels to be responsible and accountable while ignoring your own ego and serving the needs of the group. In Act I we will set the stage for a successful UnConference and each attendee will have the opportunity to participate in discussion with your peers on topics of your choosing to gain insight and ideas. To set yourself up for success plan to attend the UnScripted session on Monday. Then come back for Act II

*After attending this session participants will be able to:*

- Experience the power of an UnConference through unique individual experience and understand how you could create your own UnConference which will allow you to Get The Edge needed to remain relevant to clients and attendees.
- Appreciate the need to relinquish some control in order to increase engagement for your attendees and clients
- Appreciation of the need to challenge assumptions to generate new ideas and to innovate

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### **Master the Power of Content Marketing for Your Organization: What to Say and How to Say it in your digital messages**

*Marketing*

*Javed S. Khan , EMpression: A Marketing Services Company*

Does your organization have a content marketing strategy? Content is everywhere. Between blog posts, video, images, reports, newsletter and conference materials, organizations have the opportunity to churn out content at an amazing rate. Your content can have the ability to actively engage your audience, making them more involved and appreciative of the value of their engagement. Regardless of the number of tricks in your digital tool box, without engaging content that resonates with your audience, your organization will be unable to build a long-lasting relationship. But what's the starting point, and how does one know good content from bad? The audience will learn: \* Create, Curate and Extend content. \* 3 content marketing trends that matter in 2017 \* Getting onboard with diverse types of content on multiple platforms. Ultimately, the goal is for your content to lead to driving more revenue and member value! If you've attended one of Javed's sessions, you'll know you're in for a "treat". This will be an entertaining and interactive session. Be prepared to learn, take lots of notes and ask as many questions as you can. Bring your questions and be prepared to have fun!

*After attending this session participants will be able to:*

- Understand the key content marketing best practices
- Understand the key content marketing trends
- Understand the "free" platforms to showcase your content

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### **The Kindness Advantage**

*Human Resources*

*Laurie Flasko CSP, CEC, Laurie Flasko & Associates Inc.*

What if you could do business and make a difference at the same time? Skyrocket customer satisfaction so sales go through the roof? Create an environment where everyone is more engaged, smiles and laughs more often? What if your employees couldn't wait to come to work? Those may seem like lofty goals. But they're achievable for people and organizations that embrace The Kindness Advantage. Today, in a world of unprecedented change, busyness, and stress, business is often success is often measured by the sales or income statement. Businesses that have embraced and promoted a culture of kindness are experiencing its benefits and profits. Some of the most successful organizations that actively and intentionally

practice kindness retain their top talent, have engaged and highly motivated employees and bottom line have loyal customers. Kindness is their secret weapon. Kindness is part of their DNA. Kindness is reaping rewards. Explore how simple acts of kindness can transform culture, improve employee health, create collaboration, build stronger teams, foster positive morale, and increase customer satisfaction. In this session, you will receive practical ideas to facilitate and create a “wave of kindness” that supports the type of environment you and those depending on you want to work in.

After attending this session participants will be able to:

- How kindness pays big dividends
- Build healthy, kind cultures with the power of WHY
- Practical ways to incorporate kindness into your business, community or home

2:00pm – 3:00pm Mini Sessions – Segment 3 (2x30mins)

2:00pm - 2:30pm – **Stop Compromising – Get the Edge and Make ALL the money you want**  
Pat Mussieux

Meeting or Event Design

In this engaging and timely session, Pat Mussieux is going to give you the one and only thing you need to know to GET the edge, KEEP the edge and generate the revenue you want and need to succeed in the new economy. This is the age of ‘info-besity’ and Pat’s philosophy, having taken her own professional service business from zero to just under \$1M in less than 6 years, is to keep it SIMPLE! Most business owners are ‘busy, so busy’ but the focus is on the wrong things. It’s a jungle out there when it comes to the competition – you not only want to get the EDGE, but you want to be ahead of the pack and away from the curb. It’s crowded as more and more people are stepping into the world of entrepreneurship.....so what makes you stand out in the crowd, in the noise? Join Pat in this session and leave with the one simple strategy that will change everything for you .....today!

After attending this session participants will be able to:

- Understand the 4 barriers that are getting in YOUR way when it comes to having the edge.
- Learn the #1 strategy that will change everything for you, and put you ahead of the pack.
- Feel confident about applying this strategy in your business today.

2:30pm - 3:00pm – **Engaging Millennials: Confessions of a Millennial Event Manager**  
Sueann Hall M.Sc., Canadian Housing and Renewal Association

Meeting or Event Design

As Millennials increasingly join the job market, organizations are looking for new and interesting ways to engage this group—from new types of workstations, to changes in the office dress code, and even special fun days in the office. This push to entice and engage Millennials is not only limited to inside the office, but similarly exists in the area of event creation. Event professionals everywhere are not only looking to do different things, but are looking to do things differently to engage their delegates—particularly those who fall under the category of “Millennial”. But, is this really what Millennials want? Do we really need to completely reinvent the wheel to attract Millennials to our conferences and events? This session will look at what can help attract Millennials to meetings and conferences. It will also look at what they may be interested in doing and seeing at conferences and events. The bulk of the presentation will look at some of the ways a small association, the Canadian Housing and Renewal Association (CHRA), has made minor, low-cost changes to encourage the attendance of young housing professionals at their annual Congress. I will also provide details around the various initiatives that have been taken on, while outlining the impact that the changes have had on the overall event. This presentation will also look at other methods to encourage attendance for Millennials and other attendees. As many organizations are struggling with lower attendance rates and smaller budgets, this session seeks to encourage event professionals to think of different ways to make the most of their limited resources to reach and engage Millennials and other conference attendees and boost their conference attendance.

After attending this session participants will be able to:

- Learn what Millennials want—what helps to attract them to your conference and engage them once they are there
- Learn what roadblocks Millennials face to attending and participating at conferences
- Learn how event professionals can work around these roadblocks; even with a limited budget

3:00pm – 3:15pm Networking Break “In the Zone” (Tech Zone, Play Zone, Wellness Zone)  
Tech Zone Sponsored by Business Events Toronto/ Tourism Toronto  
Wellness Zone Sponsored by Tourism Saskatoon  
Play Zone Sponsored by Destination St. John’s and the PCMA Canada East Chapter

3:15pm – 4:15pm Concurrent Sessions – Segment 4

**Hot Topics – Chosen by you!**  
Laura Bickle, Ignite & ADRENALIN

Meeting or Event Design

The conference landscape is constantly changing. New learning styles, advancing technologies and a myriad of external challenges are altering the way you run your events. As a planner, you’re expected to stay on top of it all, yet even the most

seasoned professional has questions from time to time! We want to do things a bit differently and let you have your say. Join us in this conversational crowd-sourced session as we explore topics and specific questions that are top-of-mind for you at conference time. Submit the questions you want answered ahead of time, or onsite through our conference app. All session attendees will have the chance to vote on the questions they're most interested in discussing.

*After attending this session participants will be able to:*

- Walk away with direct answers to questions that are top of mind for you.
- We will focus on discussing key strategies to address concerns surround the topics with an emphasis on examples and best practices you can use the next time you encounter that challenge.
- Learn from your peers and get to know knowledgeable professionals you can call on when you have additional questions about the trending topics covered. It's a unique way to network!

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### **Get the Edge on Risky Business - Take 2! : A Meeting Professional's Guide to Risk Management**

*Marie Lou Coupal CMP, JPdL International; Isabelle Desloges CMP, JPdL Québec; Michele Bourgeois-Doyle National Research Council; Lynn Chiasson, Quebec City Convention Centre* *Risk Management*

In a constantly evolving industry with access to unlimited resources, all business events strategists will inevitably face the seemingly "daunting" task of risk management. As an added challenge, we must also keep in mind the well-being of our teams. On our long list of pre-conference priorities, risk management and team wellness are not often found at the top. Neither aspect comes with an instruction manual, however, to plan and execute a meeting successfully, both require careful consideration. Professionals are often reticent to discuss risk as they believe it pre-emptively brings a sense of doom to their event. Mitigating risk is about being proactive and managing the possibility that something unexpected or negative may occur. JPdL's Marie Lou Coupal and Isabelle Desloges will team up with two other industry professionals, Michele Bourgeois-Doyle (National Research Council Ottawa) and Lynn Chiasson (Quebec Convention Centre) for a session that will empower you to explore a new approach to managing risk. We will demonstrate how having a Plan B and C is a process to embrace by zooming in on key components that contribute to risk, what is affected by risk, how risk can be measured, and more! A special emphasis will be put on risk mitigation as it pertains to the overall health of our teams. We all know we work in a high stress environment, dealing with risk mitigation for crises onsite, or managing financial/contractual issues before they become out-of-hand, but if the team falls apart due to a personal emergency, or stress-related illness, then all other plans are jeopardized. Are there tricks or tools to "keep our teams strong and healthy, both physically and psychologically? How do you prepare for risk without spending all your energy doing so?

*After attending this session participants will be able to:*

- Risk management is SIMPLE, as long as you have the right tools/processes.
- Managing risk is all about clear and efficient communication.
- Exchanging with peers on best practices to manage stress for a healthy work environment

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### **Act 2: UnConference: Experience & Debrief Breaking It Down So You Can Build Your Own**

*Jennifer Spear MBA, Clean Slate Strategies*

*Meeting or Event  
Design*

This session picks up where Act I left off. In Act II you will experience the UnConference and participate in discussion with your peers on topics of your choosing to gain insight and ideas. We will then have a debrief where the process and design will be broken down for the group by the group and we can see just how important planning is to allow for flexible delivery. We will see that if we can be comfortable giving up some control we can increase engagement. This is critically important because our attendees are no longer willing to be a passive audience, they want to be engaged participants. Solution – The UnConference. An UnConference is a well-designed but loosely controlled event where the attendees drive the conversation. An UnConference is designed to give up some control in order to increase engagement, the idea of which can strike fear in an event planner. You will keep your multiple hats on your head as you will be a participant, observer and planner. You will experience an UnConference and participate in discussions on familiar topics in a different way. You will become a critical part of the success of the event and will experience co-creating the event, you will feel what it is like to be a positive contributor and collaborator, how it feels to be responsible and accountable while ignoring your own ego and serving the needs of the group.

*After attending this session participants will be able to:*

- Experience the power of an UnConference through unique individual experience and understand how you could create your own UnConference which will allow you to Get The Edge needed to remain relevant to clients and attendees.
- Appreciate the need to relinquish some control in order to increase engagement for your attendees and clients
- Appreciation of the need to challenge assumptions to generate new ideas and to innovate

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### **How to Create a Team of Expert Generalists**

*Jenny Stanfield*

*Strategic Planning*

Expert generalists are desperately needed by every company. They are people who seek out depth of knowledge across departments, disciplines, and skill-sets in order to get a better, fuller perspective on company-wide projects and issues. The Expert generalist is a driver of creativity, seeing unique connections between problems, and adapting solutions from one field to another. They understand the context of the entire situation, and they understand the WHY behind process, systems, and problem-solving. In this dynamic, interactive session, participants will learn how to apply an Expert Generalist attitude to their meetings, their teams, and their companies for increased profit, productivity, and employee engagement.

*After attending this session participants will be able to:*

- Change your team's attitude towards the question "Why" and harness it's positive potential to increase your bottom line
- Learn how to cultivate the 'Expert Generalist' attitude within your meeting programming and your organization for increased employee/participant engagement
- Understand how to build a culture that rewards lifelong learning, cross-departmental creative sessions, and open collaboration for amazing results

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### **Behind the Scenes: An Hour in the Life of your Audio Visual Provider**

*Meeting or Event Design*

*Brian Johnston, Freeman Audio Visual Canada; Chuck Corrigan, Freeman Audio Visual Canada*

What goes on behind the scenes of a production like the Canadian Innovation Conference? In this session, the Freeman dream team will walk you through the technical ins and outs of the production you will be witnessing at this year's event. Taking place in the main plenary room, you will be invited to get out of your seats and tour the main stage, tech table, event technology, and digital solutions being showcased at this year's conference. During your tour, you will have opportunities to play with the equipment, ask technical questions, and explore the scalability of the equipment in the room so that you could apply bits and pieces to you next event

*After attending this session participants will be able to:*

- Walk a mile in the shoes of an event technology provider
- Learn how the event technology and digital solutions within the plenary room work behind the scenes
- Understand how to look for scalable opportunities within emerging technology

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### **3:15pm – 4:15pm Mini Sessions – Segment 4 (2x30mins)**

#### **3:15pm – 3:45pm – From Lack and Waste to Leadership and Results!**

*Human Resources*

*Pat Mussieux*

Businesses and teams fail because leaders try to make their business better without making anything else better – we're trying to figure out where to spend our money, spend our time, train our employees – it's always about the outside. Its never about getting the edge - leading the pack - getting away from the curb!" The real challenge comes down to two words – Lack and Waste! I GUARANTEE YOU THAT YOUR BUSINESS WON'T GET BETTER UNTIL YOU GET BETTER. I GUARANTEE THAT WHEN YOU HEAR WHAT I HAVE TO SAY, YOU WILL GET BETTER! YOU WILL GET THE EDGE!

*After attending this session participants will be able to:*

- Learn the first simple step to being a Leader.
- Learn the 2 priorities that need to be addressed to cause change.
- Identify how you can guarantee success .....starting today!

#### **3:45pm – 4:15pm – Livin' Life Large - Taking Your Business to the Edge - PART 2**

*Meeting or Event Design*

*Tyler Hayden BRM (OEE), Tyler Hayden Inc.*

Based on Tyler's bestselling book Livin' Life Large: Simple Actions that Create Success, will have the audience leaving the presentation with simple changes that they can easily make to begin to create a balanced lifestyle in both their personal and professional lives. Heck you've gotta be balanced if you are livin' on the edge! The content combines expert storytelling, current research about the meeting industry and engaging audience participation. This presentation is all about creating long-term life satisfaction by living "every single moment of every single day." In doing so we are able to effectively and efficiently balance the rigours that work and life throw our way.

*After attending this session participants will be able to:*

- Identify 3 ways to bring the concept of living on the edge into your business.
- Explore what current skills and strengths you have that will enable you to be successful.
- Identify what the "tipping point" is for your success.

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4:15pm

Silent Auction Online Portal Closes and Winners Announced

*Online Portal Sponsored by Plan Ahead Events Authorized Reseller, Auction Frogs*

4:15pm – 6:00pm

Closing Plenary with Keynote Presentation

**Will Gadd** Canadian National Sport-Climbing and Paragliding Champion*Sponsored by Big Idea Speakers Bureau***Risky Business: Balancing Risk & Reward***Strategic Planning*

Will speaks on the topics he lives daily: Resiliency, seizing opportunity, risk and reward, high performance outcomes and success in hazardous environments. His always entertaining presentations are based on his successful career as an athlete, director, author, and dad. He goes deeper into questions about the value of adventure, why not taking risks is a much bigger hazard than taking them, and how to recognize the “unknown unknowns” that often trip us up professionally. Will will demonstrate how to overcome obstacles, face danger, and be ready for anything that comes your way – whether it be in business, work, or life – not just on a frozen waterfall. You’ll leave this session ready to take on more risk, and live your life with more passion!

7:00pm – late

Closing Party *Sponsored by Niagara Falls Business Events*