



Sunday, November 18th

Timing	Event
12:00am – 11:59pm	Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Strategic Meeting Design</i>
7:30am – 9:00am	Welcome to BC Breakfast Start off the Conference with your BC Destination Partners (Burnaby, Kelowna, Prince George, Richmond, Vancouver, Victoria, Whistler) welcoming you to enjoy a scrumptious breakfast amidst the displays of the rich culture of First Peoples in British Columbia. A great opportunity to start off your day with this unique experience!
9:00am – 1:00pm	Destination Sites (<i>Planners only</i>)
1:00pm – 6:00pm	Registration & Information
2:00pm – 3:00pm	Community Service Event (<i>additional registration fee required</i>) The Wear 2 Start Society is a non-profit organization and registered charity that is reducing barriers for women in need. They help women who have completed a job training program make their best impressions in job interviews and the workplace by providing them with a wardrobe. They also co-ordinate services like haircuts, make-up consultations, dry cleaning and clothing alterations. Participants will put together Wear 2 Start's signature "Blue Bag" which contains toiletry items to help get these women ready for their first day (and week) of work. For many of these women this is an added stress to entering back into the work force. We will also hear from women who have used this amazing organization and what it means to them.
3:00pm – 4:00pm	First Time & New Members Reception <i>Sponsored by Hilton Worldwide</i>
4:30pm – 6:30pm	Opening Ceremonies with 2 Keynote Presentations 1 Clock Hour
Lauren Ferraro <i>Sponsored by SPEAKlectual</i> <i>Professionalism</i>	
 Cut the Clichés and Have Real Conversations Change the Culture of Boring! Are we boring? Is it the company content? Is it our delivery??? How did we get here? How can we move from, (ensuring I hear my hair grow)... to obliterating tired, cliched, templated talks that currently form most of our interactions with others. Escape the mundane and learn the tools to truly ignite any conversation. <ul style="list-style-type: none"> You are born with something free; Your personality. Put down your phone and experience true human Synergy. You have permission to not be boring: End the template talk. 	
Dan Trommater <i>Sponsored by Dan Trommater</i> <i>Professionalism</i>	
 The Magic of Challenging Assumptions - How to Boost Innovation by Questioning Your Reality How do you know what you know? Do you make decisions based on evidence, or are you just relying on your 'gut'? Join speaker and magician Dan Trommater in this fun and enlightening exploration of reality and innovation. Through the use of magic, optical illusions and stories, Dan will grab you by the brain and gently shake. You'll learn to recognize when your assumptions are holding you back and create a more powerful way to see and act in the world. Participants will: <ul style="list-style-type: none"> Learn to recognize when we are making assumptions Identify which assumptions are useful and which ones hold us back Go beyond the first 'right' answer to discover innovative solutions to real world problems 	
6:30pm – 9:00pm	Welcome Reception <i>Sponsored by Fairmont Empress</i> Having just undergone a \$60M full hotel restoration last year, the iconic Fairmont Empress is back and more glorious than ever. Fairmont Empress is thrilled to host you for the welcome reception of the 2018's PCMA Canadian Innovation Conference – an evening you will not want to miss! There is no better place to reconnect with familiar faces and make new introductions than in the iconic landmark hotel's grand Crystal Ballroom, where you are invited to kick off your time in the city by indulging in delicious Pacific Northwest cuisine and BC craft beverages.

Monday, November 19th

Conference Host for Monday November 19th Marriott International, Inc.

12:00am – 11:59pm	Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Strategic Meeting Design</i>	
7:30am – 5:00pm	Registration & Information	
7:30am – 8:40am	Networking Breakfast Buffet (at your leisure) <i>Sponsored by Business Events Toronto</i>	
8:45am – 10:30am	Morning Plenary with 2 Keynote Presentations	1 Clock Hour

Adam Kreek

Sponsored by National Speakers Bureau

Professionalism



Why Our Fear of Failure Fails Us

A healthy fear of failure is essential. It reminds us of our accountability and emboldens the threat of consequence. But excessive emphasis on failure can paralyze productivity and stop us from achieving our best work. Risk aversion, inner-resistance, self-sabotage, procrastination, anxiety and perfectionism are all signs that we hold an unhealthy fear of failure.

Successful teams and organizations require a healthy relationship with failure. Too much fear – or too little – signals future disaster. Managing your fear of failure effectively allows for individual authenticity and reclaimed confidence. And we need both for sustained success and performance.

Three Key Lessons to Empower Innovation, Engagement and Growth:

- Learn to accurately conceptualize failure to remove emotional baggage and set bigger, more innovative goals
- Differentiate between blameworthy failure and praiseworthy failure
- Uncover the power of cluster benefits, and how they allow for more innovation and growth

Marc Gordon

Sponsored by Lori Dalton Agency

Professionalism



Be a Branding Champion: How to Use Marketing to Build Interest, Influence Experiences, and Create Loyalty

Successful companies must be able to accomplish three key tasks: provide a product the market wants, make the process of purchasing it an exceptional experience, and continually remind everyone of the first two. This is where branding comes in. More than just a logo and packaging, a brand is a reputation built by delivering the same experience over and over. It's a trust that's built by fulfilling the claims made by marketing. Successful brands like Apple and Lexus have created experiences that earn our trust. Brands like Enron and Facebook have lost it. Marketing is simply images that trigger

memories and emotions related to that company. They can inspire, entertain, annoy, or make us feel nothing at all. In this presentation, you will learn how marketing can build relationships by creating experiences even before any transaction has been made. This means that by the time the customer is ready to buy, they are already a fan.

Participants will:

- Learn what a brand really is and how it can impact your relationship with your customers
- How to create synergy between marketing and service to create memorable experiences customer will come back for
- The two types of connections your customers can have with your company and which one will encourage loyalty

10:30am – 11:00am	Networking Break <i>Sponsored by Metro Toronto Convention Centre</i>	
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1 Clock Hour

Monday, November 19th continued

11:00am – 12:00pm Concurrent Sessions – Segment 1

Leadership Bootcamp

Professionalism

Rhonda Scharf, *On The Right Track - Training & Consulting Inc. (TM)*

You have earned your Meeting Professional role. You are respected and you know what to do. But that doesn't mean you can't do it better. By learning to be a leader (and not just a manager), you will find you stand out on your team and your team stands out. Getting things done is easier, the frustration level is lower, and you'll enjoy what you are doing. But what is "Leadership" anyway? Leadership in 2018 is different than Leadership in 1988. It doesn't mean you supervise, and it certainly doesn't mean you are a "manager". It means you lead through your actions. Do you know how to lead through your actions? Do you know how to lead without formal authority? Through the use of a fully interactive, fun and applicable workshop activity, we'll discuss what leadership means to everyone, and how they can apply the same leadership skills that are used to run organizations of thousands to their own roles back at work. Step into your potential – become a leader today!

Learning Objectives:

- What is leadership? The difference between a boss and a leader
- The top 10 attributes of an effective leader and what that means to today's meeting planner
- Avoid the 5 mistakes that most leaders make - hit the ground running, not stumbling

Tap into the 5 Senses to Amplify Your Attendee Engagement

Marketing

Alexis Kereluk, *ConnectSeven Group*; Emma Parston, *ConnectSeven Group*
Brought to you by *Tourism Vancouver and the Vancouver Convention Centre*

Your audience attends multiple conferences, meetings and events each year - learn how to make yours be the one that creates a lasting impression, deeper learning, and more memorable connections. By tapping into their senses and creating a story that hits your attendees on an emotional level, your event will leave a deeper impression and be the one they talk about for years to come. First participants will watch a TED talk on the 5 senses followed by a workshop style session incorporating these principles into an event design process.

Learning Objectives:

- Recognize how tapping into your attendees' senses and emotions boosts engagement and creates lasting memories
- Evaluate your event design from a multisensory point of view
- Incorporate multisensory design effectively into your brand experiences

Mastering Your Memory

Professionalism

Tyler Enslin; *Tyler Enslin International*

The human brain possesses an incredible amount of power to store and recall information. Unfortunately most people are never taught how to fully access this ability. In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life. Instantly recalling people's names, giving presentations without notes, and improved mental organization are just a few of the practical benefits from this intriguing program. Tyler delivers the training in energetic fashion with no notes or PowerPoint to encourage maximum audience participation and to impart as much value as possible to all who attend.

Learning Objectives:

- Increase overall memory skills
- Instantly recall names and lists in order
- Lead meetings and give presentations without written notes

How to Incorporate Meaningful Playfulness into Meetings

Meeting or
Event Design

Melaya Horsten, *Ignite & ADRENALIN*; Jenny Stanfield, *Engagement Unlimited*; Tahira Endean, *BC Innovation Council*; Candace Schierling, *Tourism Saskatoon*; Dustin Westling, *One West Events*; Marc Gordon

From brain dates to gamified event apps and lounge-style setups to DIY food options, meetings are getting more personal and playful. This session will explore why this trend is emerging and how planners can inject playfulness into their programs while making it meaningful. Through the experiences of an expert panel, planners will take away practical, easy-to-implement strategies as well as tips for ensuring that while the experience is fun, the results are seriously valuable.

Learning Objectives:

- Gain an understanding of the meaningful ROI obtained by incorporating 'play' into an event
- How to incorporate play in a way that engages all your audience, even the introverts!
- Walk away with tangible ideas you can try out at your next event

Monday, November 19th continued

Benefits of Working with your DMO Partners

Cassandra Zerebeski, Tourism Whistler

Meeting or
Event Design

Explore the benefits of partnering with your local CVB and DMO to save time, money, and offer attendees the best experience possible for your meetings. These organizations have come a long way in their ability to help drive attendance, provide experiential offerings, and sometimes financial offsets. Don't go it alone for your next program as when we support each other in the meetings industry, the outcomes are extraordinary.

Learning Objectives:

- Learn the value of Destination Management Organizations
- Enhance the networking experience and connections of the PCMA CIC audience
- Provide financial tools for meeting success

Meeting that Moves – Segment 1 (participants must be pre-registered)

Josh Cooper, Health and Fitness Professional

Human Resources

The program committee for the 2018 Canadian Innovation Conference has opened up a new and innovative "Meetings that Move" session in each concurrent session timeslot.

The Rolling Barrel will provide its 100% pedal-powered trollies to be used as an educational activity space while participants pedal the "barrel" through beautiful downtown Victoria. Begin the journey in front of the Empress Hotel with an iconic view of the inner harbour, then proceed up Government Street for the only truly challenging hill on the tour – it is accomplishable and worth it! We will then roll through Canada's oldest Chinatown, and then have a midway stop on Wharf Street for a short break to capture some photos of the experience. Enjoy cruising down the challenging hill to finish the tour in front of the Empress Hotel. A health and wellness speaker (Josh Cooper) will be presenting his session during this active and engaging ride: In today's fast paced world, we are all looking for instant results and quick fixes. Although this works well for many things, it can actually undermine our search for health and wellness. In this "meeting that moves", we will ride around Victoria and discuss why trying to hack our health for the fastest results possible can leave us worse off than when we started and what we can do about it. Meetings that MOVE will give participants a taste of The Rolling Barrel's unique experience while being captivated by educational material – and Victoria's beauty.

There are only 15 spots available during each session. If you are interested in attending please log into your registration and sign up today for your preferred timeslot before the sessions fill up. If you need assistance logging into your registration please reach out to the [Chapter Secretariat](#)

12:15pm – 1:45pm	Annual Awards Lunch <i>Sponsored by Cities in Sync</i>
1:45pm – 2:15pm	Canada East and Canada West Annual General Meeting
2:30pm – 3:15pm	Concurrent Sessions – Segment 2

0.75 Clock Hour

Intentional and Unconventional: Designing for the Future

Tahira Endean, BC Innovation Council

Meeting or
Event Design

Our world continues to rapidly evolve, increasing the need for meaningful face-to-face opportunities to grow organizations and drive learning to bring results. How do we create meaning and deliver events our participants rave about and our clients return for? This is what we will be exploring together.

Learning Objectives:

- Discover tools for intentional design to deliver participant delight.
- Explore tools and ideas that have clients returning.
- Define how your organization is the best choice.

Monday, November 19th continued

Workshop on Email Overload: Uncover New Methods to Combat Productivity-Drain

Nadine Spitteler, A111 Power of Conference Service

Project
Management

In today's email-centric world we are challenged to deliver a concise yet compelling message to a receiver constantly inundated with a variety of information and stimulation. The meeting industry in particular involves diverse working arrangements including working from home, conference destinations, across various time zones, languages, and multicultural backgrounds. On top of this, professionals are constantly juggling a multitude of deadlines and tasks. This workshop aims to introduce some simple yet powerful ideas and hands-on tools to manage, and more importantly, _avoid_ creating "communication backlog". The audience will be engaged in a short and dynamic analysis of emails sent and received, followed by the introduction of psychological concepts about the way we communicate and consequently write an email. The participants will be divided into two groups - senders and receivers - where they will need to complete a task. The workshop will finish with an evaluation and participants will leave the session ready to implement the new techniques learned.

Learning Objectives:

- Transform your email habits and harness the power of effective communication with your team, clients, and stakeholders around the globe.
- Uncover a new way of approaching email communication by learning practical techniques for maximizing efficiency in communication.
- Understand the psychology that drives the way we communicate to overcome the significant challenges in cross-cultural environments. Get things done!

The Evolution of Sponsorship to Partnership

Shawn Cheng, MCI Group Canada

Meeting or
Event Design

We don't want it to be business as usual, so how can we reinvent sponsorship and exhibition packages to make them relevant and attractive to the current marketplace? What is the decision-making process of today's corporations? What sort of return are they looking for? Where can we look to pull new ideas from? This session will be a conversation-driven forum. With MCI's extensive experience in unique partnership activation and innovative engagement solutions, we will lead the dialogue to address the above questions and more. Together we will discover the evolution of sponsorship to partnership.

Learning Objectives:

- Understand what challenges our sponsors, exhibitors are facing in today's marketplace, and how our conference/events can help?
- Understanding what initiatives & ideas from other types of events can be implemented to education & medical conferences
- Exchange ideas on effective sponsorship, exhibition solutions from various case studies

Creative Confidence, Courage and Culture

Dustin Westling, OneWest Event Design

Meeting or
Event Design

Creative industry professionals are often viewed as the fortunate few in the working world. We show up each day to light-filled offices where we do things our friends find fascinating and mysterious – things like 'brainstorming' and 'moodboarding' and 'conceptualizing'. In reality, being a creative professional comes with some uniquely challenging pressures and pitfalls day-to-day, month-to-month, and year-to-year. How do you continue to be inspired to do better work; work that feels fresh, pushes boundaries, and is ultimately successful? How do you stay creatively relevant as your career continues? How do you bravely put your not yet fully formed ideas forward, time after time? And as workplaces, how do you build an environment where the process of creativity is fostered daily, and employees are inspired, empowered, and ultimately successful? While building a culture that supports creative exploration and discussion, empowers employees to confidently take creative risks and share ideas, and facilitates working together to consistently generate greater creative realization is no small task, we believe it is possible – and not just for the googles and pixars of the world.

Learning Objectives:

- Understand creative barriers
- Learn about your physical environment
- Gain appreciation for the creative process

Monday, November 19th continued

The Hot, Hot, Hot (Topics)

Moderated by Sim Frayne, Newcom Media; Allan Lynch, The Destination Doctor; Kelly Pitt, MacGillivray and Associates Destination and Event Management; Melissa Arnott, Director of CMEExpo; formally IncentiveWorks

Meeting or
Event Design

Join this lively panel discussion as we explore trends in event design, incentive travel and more. Just because something is HOT now doesn't mean that it will be HOT for your event or audience. Let's cipher through what's out there, see how it can be adapted and discuss why it should be adopted. Differing perspectives on both sides of the fence will give you an idea of what they are using now, and what is coming next.

Learning Objectives:

- Understand the trends worth knowing about and currently available in the Canadian marketplace and beyond
- Strategies to select and adapt trends for your audience to create maximum impact
- Examples of how other companies are using trends successfully

Meeting that Moves – Segment 2 (participants must be pre-registered)

Human Resources

Josh Cooper, Health and Fitness Professional

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3:15pm – 3:45pm Networking Break *Sponsored by LoungeWorks*

3:45pm – 4:30pm Concurrent Sessions – Segment 3

0.75 Clock Hour

Culture Building Practices of Successful Organizations: An Insider's View into Canada's Most Admired Companies

Human Resources

Barrie Carlyle, Waterstone Human Capital

For the past fifteen years Waterstone Human Capital has annually recognized 40 organizations for fostering cultures that enhance performance and help sustain a competitive advantage through its Canada's Most Admired Corporate Cultures awards program. Through the submission process, the Waterstone team get an insider's view into the successful culture-building practices of Canada's most successful organizations. Barrie Carlyle, Managing Director of Waterstone's Culture Assessment and Performance Solutions Practice, pulls back the curtain on 2017's winning submissions and provides specific examples of what actions these organizations are taking to differentiate their cultures, including: keeping their employees in touch and engaged through multi-channel communications; measuring culture and taking action on the results; embedding culture alignment into their recruitment and retention practices; and measuring the impact of culture on business operations KPIs such as sales numbers and customer feedback scores. Attendees will leave the session armed with practical solutions for enhancing corporate culture in their own organizations, such as: Ideas to creatively enhance communication between leaders and their organizations as well as peer to peer. A quick reference comparison chart showing the various ways culture can be measured and their benefits and challenges. Practical examples for embedding culture directly into the recruiting process. An analysis of how culture directly impacts broader organizational data and how to position that with the broader leadership team.

Learning Objectives:

- Ideas to creatively enhance communication between leaders and their organizations as well as peer to peer.
- An analysis of how culture directly impacts broader organizational data and how to position that with the broader leadership team.
- Practical examples for embedding culture directly into all HR processes, from recruitment to transition

Monday, November 19th continued

In the Weed: Legalization of Recreational Cannabis – Implications for the Events and Meeting Industry

Malak Sidky, Health Care Event Planning; Natalie Lowe, Celebrate Niagara; Andrew Spencer, PROLINK Insurance Inc.

Risk Management

This session will explore the effects of the legalization of recreational cannabis on the meetings and events industry. This will be communicated from several perspectives including an event planner, an insurance broker, a lawyer, and a destination management company. We will draw from international experience such as The Netherlands, USA (Colorado), South America and Europe (Portugal) as to the impact of legislation and whether it has led to more or fewer problems for crime, traffic fatalities, drug abuse and privacy issues. The goals of the session are to familiarize the delegates with the federal law, the various provincial ramifications, our obligation as event hosts and employers, and how to mitigate risk whether you are an independent planner, a venue, a Board of Tourism or an insurance company. Subject mastery will be attained via the use of case study analysis and round table discussion.

Learning Objectives

- Learn about the legislation and regulation of recreational cannabis and how this differs from medical cannabis laws
- Discover insights from other jurisdictions
- Learn how the law can impact your event hosting and your employment practices and the need to update venue training programs (including screening)

Backstage Pass: Freeman's behind the scenes

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

Meeting or Event Design

This interactive session will get you on your feet! Join the Freeman team on stage as they walk you through this years' theme and stage design. In this session we'll explore the design process used to create this years' synergy theme as well as how that translated to creating the look and feel of the plenary room. Inspect and dissect elements of the set to see how you can incorporate innovative technology into your next meeting or event.

Learning Objectives

- How to use design thinking to come up with your next conference theme
- How to make the most of unique or unconventional event spaces
- How to look for scalable opportunities within emerging technology

Difficult Conversations

Rhonda Scharf, On The Right Track - Training & Consulting Inc. (TM)

Human Resources

Having difficult conversations isn't fun for anyone. Telling someone they don't smell nice, saying no to a client, or having to tell a volunteer that they are no longer needed is something that no one looks forward to doing. We feel anxious and uncomfortable. Yet, our roles often demand that we know how, and are willing to have those difficult conversations. We need to be effective and build trust and respect, without damaging relationships along the way. This workshop will show you what you need to know to have difficult conversations. They won't be fun, but they will be done and done professionally and respectfully

Learning Objectives

- 10 tips for handling difficult conversations
- Giving negative feedback
- A step-by-step model to follow to make it easy

Meeting that Moves – Segment 3 (participants must be pre-registered)

Josh Cooper, Health and Fitness Professional

Human Resources

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ride: In today's fast paced world, we are all looking for instant results and quick fixes. Although this works well for many things, it can actually undermine our search for health and wellness. In this "meeting that moves", we will ride around Victoria and discuss why trying to hack our health for the fastest results possible can leave us worse off than when we started and what we can do about it. Meetings that MOVE will give participants a taste of The Rolling Barrel's unique experience while being captivated by educational material – and Victoria's beauty.

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6:00pm – 7:00pm	Tweet-Up Reception <i>Sponsored by Ottawa Tourism</i>
Evening	Free Night – Open for Supplier-hosted events

Tuesday, November 20th

12:00am – 3:00pm	Silent Auction Online Portal <i>Online Portal Sponsored by Strategic Meeting Design</i>	
7:30am – 5:00pm	Registration & Information	
7:30am – 8:40am	Networking Breakfast Buffet <i>(at your leisure)</i> <i>Sponsored by Metro Toronto Convention Centre</i>	
8:45am – 10:30am	Morning Plenary with 2 Keynote Presentations	1 Clock Hour
Kim Katrin Milan and Tiq Milan <i>Sponsored by National Speakers Bureau</i>		Human Resources



Allyship Across the Margins

This an organic discussion about the challenges we may face to creating authentic allyship relationships in our lives and what we can do to be accountable to our own biases and create space for people with different lives and identities.

Learning Objectives:

- Calling people in instead of calling people out
- Story telling as a tool of change
- Letting go of guilt and moving towards solidarity

Bob McDonald

Sponsored by Speakers' Spotlight

Human Resources



Science as I've Seen It: A Journalist's Perspective

For more than 40 years it has been a supreme privilege to interview the top minds on the planet doing cutting edge research, pushing the frontiers of our knowledge about the nature of the universe. It has also been a great joy to participate in science activities, such as flying on a zero-G airplane to experience weightlessness like astronauts in space. Science is one of our last institutions that seeks the truth, simply asking the question, "How do things work?" As we face an uncertain future in a rapidly changing, every decision regarding climate change, energy use, water and air pollution, food, production, involves scientific principles. A public understanding of those principles is vital to making the right decisions.

Learning Objectives:

- Science does not need to be complicated; in fact it can be fun.
- Science is simply a well-organized tool designed to understand the workings of the universe. It is evidence based learning that does not involve conspiracies or religious beliefs.
- Science literacy is vital for making intelligent, practical decisions about how the human species survives long term on this changing planet.

10:30am – 11:00am	Networking Break <i>Sponsored by Richmond Hotel Destination Association</i>	
11:00am – 12:00pm	Concurrent Sessions – Segment 4	1 Clock Hour

Content: Your Secret Weapon to Inspire, Engage and Inform

Kristy Sadler, EventMobi

Marketing

This is without a doubt the age of content. Everyone from major brands to fledgling startups are producing whitepapers, special reports, infographics, videos and other types of content. Are you leveraging content to drive event attendance and engagement with your brand? In this interactive workshop, we'll show you how to unlock the key to content success. By producing the right content at the right time and delivering it to the right people....content can be an incredibly powerful, low cost tool to attract new event attendees and ensure your existing ones get continuous value from your events.

Learning Objectives:

- Create the content that will be most valuable to your audience
- Map each piece of content to the stage in your attendee's experience journey
- Effectively market the content that you produce in a cost effective manner

Tuesday, November 20th continued

Being There is Only the Beginning – How Event Technology is Re-shaping the Event Industry

Kevin Halfpenny, Event Realms

Meeting or
Event Design

Big changes are coming to the global meetings and event industry – changes that will redefine how (and from where) attendees engage with an event's content...and each other. Just recently, software developer Doghead Simulations – in partnership with Lethbridge College in Alberta - collaborated to create the world's first all-day conference in VR! Using their proprietary Virtual Reality Conferencing and Collaboration software "rumii", Doghead created an immersive and engaging day of content for remote attendees that serves as both a watershed moment in our industry's history and a harbinger of things to come. Though the value of in-person events is undeniable, the costs associated with them are ever-increasing. These costs are a major deterrent to event producers and attendees alike. The need to control these high costs, combined with increasingly popular online and in-person event technologies, is ushering in a new era in the way buyers and sellers come together. Leading the march into this new event reality is an entire generation of future event goers raised on handheld devices that will not only come to value, but EXPECT, web-based alternatives or – at a minimum – enhancements to live events that accommodate their busy, digitally connected lives. In order to convert these non-attendees to potential remote attendees, event producers are increasingly making all, or portions, of their event available online. What's more, advancements in computer generated graphics and virtual / augmented realities are creating truly immersive online event experiences – blurring the line between actually being there and not. The goals of this session are to examine the types of technology that will disrupt the event industry in the coming years, how to incorporate them within your event program and what impacts they will have on our shared industry over the long term.

Learning Objectives:

- To understand the current climate in today's event industry that makes it vulnerable to technological disruption
- To help meeting professionals identify situations within their own event planning structure that would benefit from the incorporation of event technology
- To gain a better understanding of what specific new technologies have, or will soon be, making an impact within the event industry via hands-on demonstration and simulation

REPEAT: In the Weed: Legalization of Recreational Cannabis - Implications for the Events and Meeting Industry

Malak Sidky, Health Care Event Planning; Natalie Lowe, Celebrate Niagara; Andrew Spencer, PROLINK Insurance Inc.

Risk Management

This session will explore the effects of the legalization of recreational cannabis on the meetings and events industry. This will be communicated from several perspectives including an event planner, an insurance broker, a lawyer, and a destination management company. We will draw from international experience such as The Netherlands, USA (Colorado), South America and Europe (Portugal) as to the impact of legislation and whether it has led to more or fewer problems for crime, traffic fatalities, drug abuse and privacy issues. The goals of the session are to familiarize the delegates with the federal law, the various provincial ramifications, our obligation as event hosts and employers, and how to mitigate risk whether you are an independent planner, a venue, a Board of Tourism or an insurance company. Subject mastery will be attained via the use of case study analysis and round table discussion.

Learning Objectives:

- Learn about the legislation and regulation of recreational cannabis and how this differs from medical cannabis laws
- Discover insights from other jurisdictions
- Learn how the law can impact your event hosting and your employment practices and the need to update venue training programs (including screening)

Creating Belonging – Furthering the Discussion!

Moderator: Heather Reid, Planner Protect Inc.

Panelists: Kim Katrin Milan and Tiq Milan

Human Resources

Capitalizing on the powerful keynote address of Kim Katrin Milan and Tiq Milan, this panel discussion will discuss how we, as event professionals, can "create belonging" for all humans in our events, our venues and our industry. Being informed and articulate about the future of diversity, inclusivity and intersectionality of the LGBTQ2 community in the meetings industry needs to be owned by each of us! It is a privilege that Kim Katrin Milan and Tiq Milan will be participating in this panel discussion – along with an industry expert or two, and moderated by Heather Reid – with a unique perspective of her own!

Learning Objectives:

- Learn more about appropriate terminology for and impact of language chosen on those in LGBTQ2 communities
- Assess physical spaces to create belonging for those in LGBTQ2 communities
- Facilitate further understanding and authentic conversations within our industry

Tuesday, November 20th continued

Us Underneath: An Exploration of Who we are Underneath our Reactions

Erica Franken, *Us Underneath*

Professionalism

This workshop will explore us at our core, how we show up when we communicate and why there's usually always discrepancy between the two. Through a series of self-reflection exercises, this workshop is entirely about you. Guiding you to a clearer understanding of who you are underneath the emotions that influence your perspectives, inner narrative and communication styles, you can look forward to completing this workshop with a stronger connection to your inner truth, a clearer understanding of your inner narrative and a skilled approach to actively sharing who you are authentically.

Learning Objectives:

- Exploring our states, who do we show up as in them and how?
- Who are we underneath our states?
- Quieting the inner narrative - how to bring you (underneath) to the conversation in real time.

Meeting that Moves – Segment 4 (participants must be pre-registered)

Josh Cooper, *Health and Fitness Professional*

Human Resources

The program committee for the 2018 Canadian Innovation Conference has opened up a new and innovative "Meetings that Move" session in each concurrent session timeslot.

The Rolling Barrel will provide its 100% pedal-powered trollies to be used as an educational activity space while participants pedal the "barrel" through beautiful downtown Victoria. Begin the journey in front of the Empress Hotel with an iconic view of the inner harbour, then proceed up Government Street for the only truly challenging hill on the tour – it is accomplishable and worth it! We will then roll through Canada's oldest Chinatown, and then have a midway stop on Wharf Street for a short break to capture some photos of the experience. Enjoy cruising down the challenging hill to finish the tour in front of the Empress Hotel. A health and wellness speaker (Josh Cooper) will be presenting his session during this active and engaging ride: In today's fast paced world, we are all looking for instant results and quick fixes. Although this works well for many things, it can actually undermine our search for health and wellness. In this "meeting that moves", we will ride around Victoria and discuss why trying to hack our health for the fastest results possible can leave us worse off than when we started and what we can do about it. Meetings that MOVE will give participants a taste of The Rolling Barrel's unique experience while being captivated by educational material – and Victoria's beauty.

There are only 15 spots available during each session. If you are interested in attending please log into your registration and sign up today for your preferred timeslot before the sessions fill up. If you need assistance logging into your registration please reach out to the [Chapter Secretariat](#)

12:15pm – 2:00pm	Networking Lunch with LIVE Auction <i>Sponsored by Québec City Business Destination / Quebec City Convention Centre</i>	0.75 Clock Hour
2:15pm – 3:00pm	Concurrent Sessions – Segment 5	

Corporate Social Responsibility (CSR) or Green Washing: How Do you Want to be Seen in the Industry?

Julie Desjardins, *Desjardins & Associates Consulting, Inc*

Strategic Planning

Do you want to differentiate your meeting, event or organization strategically from your competitors? Do you want to attract and retain high performing employees? Do you want to be a supplier of choice by your customers? An event that attendees feel proud to attend? This session will consider how to factor environmental and social issues, including climate change, waste reduction, and corporate social responsibility (CSR) initiatives into your strategic thinking, risk management and operations. It will highlight benefits that can be achieved and provide practical steps that attendees can take to achieve competitive advantage.

Learning Objectives:

- Understand how to factor environmental and social issues into your strategic thinking
- Differentiate between green washing and strategic CSR
- Tools to gain buy-in from your teams or organizations on how to implement CSR into your operations

Tuesday, November 20th continued

Let's Get Digital! How to Get the Most out of Your Digital Tools

Victor Paan, Freeman Audio Visual Canada

Meeting or
Event Design

In an era where meeting professionals are striving to connect their attendees both face-to-face and virtually, digital technology is becoming even more integral to meetings and events. In this session, Victor will discuss the latest trends in webcasting, virtual reality and presentation management, and how you can use these digital tools to enhance engagement at your event. For instance, what is the different between webcasting and video conferencing? How can you get the most out of your video conference? We hear a lot about virtual reality, how is it being applied to the meetings and events industry?

Learning Objectives:

- Understand how to get the most out of your video conference
- Learn how virtual reality is impacting the meetings and events industry today
- Create synergies between your content and digital tools

The Trump Effect and How Its Impacting the Canadian Meetings Industry

Leanne Calderwood, LeanneCalderwood.com; Candace Schierling, Tourism Saskatoon; Michael Drake, Tourism Vancouver

Meeting or
Event Design

Politics throughout history have impacted the meetings and events industry and the current political climate is no different. We will examine recent political decisions (on both sides of the border) that have affected the Canadian meetings industry, and how we can address the current seller's market with clients and prospects.

Learning Objectives:

- Understand how past and present politics can affect business levels in hotels and destinations.
- Prepare and forecast business levels for the foreseeable future
- Educate clients and guests about the seller's market
- Build better relationships with clients in preparation for the inevitable return of the buyer's market

Bring Your "A" Game to Work and Life!

Stephanie Staples, Your Life, Unlimited

Human Resources

If you have ever been tired, overwhelmed, stressed and it's not even lunch time yet, you will need to hear this presentation. If you have ever felt like there was not enough time, energy and motivation to do the things you know you 'should' do, you will appreciate this presentation. If you have significant relationships that have room for improvement, you should grab your pen and paper and run, not walk, into this presentation! Stephanie has burnt out and bounced back, ran out of time, energy and motivation and now has more than enough of all of them. She has let work overtake her relationships and figured out how to get them back even better than before. Steph knows firsthand that we can only do good if we feel good and we can only feel good if we are willing to look at our lives beyond our work. Before we can have synergistic relationships with others we have to look into the mirror. Yikes! Journey on this high energy, no holds barred presentation as Stephanie peels the layers back and exposes not only what you need to do to bring your 'A' game to your life and livelihood but how to do it - sustainably!

Learning Objectives:

- Discover 2 techniques to apply to virtually any situation to increase resiliency & bounce forward!
- Gain ideas for creating synergistic relationships, managing stress and improving work-life balance
- Learn the 5 'A' Principles for a life of success & significance

Meeting that Moves – Segment 5 (participants must be pre-registered)

Josh Cooper, Health and Fitness Professional

Human Resources

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3:00pm – 3:15pm	Silent Auction Online Portal Closes and Winners Announced <i>Online Portal Sponsored by Strategic Meeting Design</i>
3:00pm – 3:20pm	Networking Break
3:20pm – 4:30pm	Closing Session: Think: Unconference, Inspirational and Engaging 1 Clock Hour You don't want to miss this closing session. Think: unconference, inspirational and engaging. We guarantee you will leave feeling motivated, pulling the energy from your CIC community.
5:00pm – 6:00pm	Foundation Fun Run Hosted by Adam Kreek Join Adam for a fun and invigorating fitness session. All abilities welcome and encouraged to attend! Participants to meet in the lobby of the Fairmont Empress (Government Street Entrance)
7:00pm – late	Closing Party <i>Sponsored by Business Events Victoria / Victoria Conference Centre</i> Come join us at the Closing Party in the historic Crystal Gardens! The Crystal Gardens was opened in 1925 and this "glass palace" was a community hub and host of elegant galas for the City's socialites. Join us here as we open the doors to welcome you to relive an exquisite part of Victoria's history. A night to celebrate and enjoy a "Taste of Victoria" and experience our diverse local cuisine. Gather in networking spaces that illuminate Victoria's history and its new, vibrant, and innovative scene. Entertainment provided by our local bands and special performances to keep you dancing through the night as we wrap up the Conference!