



CIC22 Full Program

(Subject to change without notice)

All education sessions will take place at the Niagara Falls Convention Centre

Sunday, November 20th

Timing	Event	Location
12:00pm – 6:30pm	Registration & Information	NFCC Main Lobby
1:00pm – 2:30pm	Community Service Activity (Click for more details)	NFCC Main Lobby
2:30pm – 3:00pm	Coffee with the President, Krista Cameron (<i>By Invitation Only</i>)	Room 221
3:00pm – 4:00pm	First Timers & New Members Meet and Greet	The Lounge
4:30pm – 6:30pm	Opening Ceremonies Master of Ceremonies: Sandy Jobin-Bevans Second City Alum Improv Facilitator Sponsored by Speakers' Spotlight	Fallsview Theatre/ Jr. Ballroom



Kellylee Evans
Juno Award-Winning Singer-Songwriter | Motivational Speaker
Sponsored by Speakers' Spotlight
Built to Fly

Internationally acclaimed Juno Award-winning singer-songwriter Kellylee Evans has been making waves around the world with her energy-charged performances. She shares her inspirational journey of recovery and showcases the importance of self-care and finding your superpower. Evans' keynotes resonate with anyone who has ever had their life interrupted by an illness or a setback.

With multiple albums to her name and a grueling touring schedule, Evans experienced a life altering event in 2013 when she was struck by lightning while washing dishes in her home. For several months, she worked to regain her health, stamina, and balance, however, in 2015, she suffered a devastating concussion that left her unable to tour. For the next two years, this mother of three dedicated herself to recovery so she could get back to making and sharing her music.

In the summer of 2017, Evans triumphantly returned to the stage, and in 2018 her album *Come On* was nominated at the Juno Awards for Vocal Jazz Album of the Year. In 2021, Evans released her long-awaited EP, *Greenlight*, to rave reviews. When she's not on tour, Evans takes the stage to share her story in hopes of inspiring others to find their superpower even in the face of adversity. Combining storytelling with music, she creates a memorable experience for all audiences.

6:30pm – 9:00pm	Welcome Reception <i>Sponsored by Niagara Falls Business Events, Niagara Parks Commissions, The Tourism Partnership of Niagara and the Government of Ontario.</i>	Niagara Parks Power Station
-----------------	---	-----------------------------

Join us at the **Power Station** for an immersive, not-to-be-missed experience that offers a chance to discover the incredible history and heritage of this celebrated building. The newest landmark attraction in Niagara Falls, harnesses the powerful energy of the Horseshoe Falls that comes back to life with an entertaining and educational experience that highlights The Power of Connection between us all. This evening you will experience a unique type of networking full of re-connections and new connections!

Timing	Event	Location
7:00am – 7:30am	Foundation Fun Run/Walk	Marriott on the Falls Lobby
8:00am – 4:30pm	Registration & Information	NFCC Main Lobby
8:00am – 8:45am	Connection Breakfast <i>Sponsored by Tourism Outaouais</i>	Peller Estates Ballroom
9:00am – 10:30am	Morning Plenary	Fallsview Theatre/Jr. Ballroom



Sarah McVanel
Recognition Expert | Coach | Author
Sponsored by TA Speakers Management
The Exponential Power of Recognition

Sarah McVanel is a professional speaker, recovering perfectionist, and movement maker of F.R.O.G. Forever Recognize Others’ Greatness ™.

Sarah has 25+ years of experience training, coaching and leading teams. She is the founder of Greatness Magnified, a thriving organization that specializes in providing training programs and certifications. She’s a certified Senior Organizational Development Professional (CSODP), Professional Certified Coach (PCC), Certified Human Resources Leader (CHRL) and is one of 1500 Certified Speaking Professionals (CSP) worldwide.

Recognition is the answer. And it’s easy! All you need to know are the 3 universal strategies that work instantaneously. As a result, you’re going to raise trust, boost satisfaction, deepen a sense of belonging, and you will go down in history as the best colleague – ever! When you practice recognition in all areas of life, especially at home, it turns even the most difficult challenges and greatest tensions into opportunities to connect, commit, heal, and belong. True acceptance is believing people are worthy before they’ve earned it.

10:30am – 11:00am	Connection Break <i>Sponsored by Shaw Centre</i>	NFCC Main Lobby
11:00am – 12:00pm	Concurrent Sessions – Segment 1	

Empowering Connection Through Creative Innovation
Victor Paan, Brian Johnston – Encore Room 202

By weaving together digital innovation tools and tech, we can deliver truly transformative moments and elevate the attendee experience. This session will leverage multiple digital technologies and showcase them in connected and compelling ways. Attendees will work together in teams to complete tasks that will be both tactile and virtual, learning by guided activity. Each segment of experiential engagement will be supported with a deeper dive discussion on the technology being utilized and ways in which to successfully implement into a meeting or event.

- Learning Objectives:
- Discover ways to implement innovative tech into your meetings and events
 - Understand the importance of connecting technology to goals and objectives
 - Walk away with confidence in your updated understanding of connecting through the power of innovation

Emerging, Thriving and Surviving Leaders Forum (PANEL)
Janet L. Jakobsen, Niagara College; Alu McCabe, Trusted Time Inc.; Sherrif Karamat, PCMA & CEMA; Shane Malcolm, Onyx Initiative; Victoria Goulet, Canopy Growth Corporation Room 203

Do you walk on eggshells for fear of "offending" an associate? Can you see yourself working for someone who is ten years your junior? Does your boss remind you of your grandparent? What do you need to learn today to make yourself relevant in five years' time? How do you confidently provide "performance appraisals" without saying the wrong thing?

The Emerging, Thriving and Surviving Leaders Forum will provide practical resources for all attendees regardless of where you are in your career. A panel of Emerging, Thriving and Surviving Leaders, will share their journey of both successes and detours as they navigate the demands of workforce integration and the increasing emphasis on EDI. The session will be moderated by a Surviving Professor from the School of Hospitality and Tourism Niagara College who is well acquainted with the DNA of the emerging leaders. Attendees are encouraged to bring the "elephant in the room" issues to discuss with your fellow participants.

The session will be summarized by a leading HR professional who is well versed in the principles of EDI. They will provide insight from a hiring manager's perspective with a special focus on how HR professionals are preparing their workforce for the changing demographic makeup of their most valuable resource.

You will leave the session with resources to take control of your career, to work more effectively across all demographics and how to meet the increasing demands of EDI on your time and talent.

- Learning Objectives:
- Identify various strategies to navigate the first 5 years of your career, capitalize on the growth years and survive the last 10 years.
 - Gain insight to career potholes and how to avoid in the ever-evolving workplace
 - Discover best practices for working effectively with all demographics and how to meet the increasing demands of EDI on your time and talent

Timing	Event	Location
	The Reluctant Creative: 5 Effortless Habits to Expand your Comfort Zone <i>Caroline Brookfield, Artful Science</i>	Room 204
	<p>The pace of change in the world has accelerated beyond our ability to adapt. Our default tried and true formulas are not working like they used to. Creativity is the prerequisite to innovation, and the antidote to languishing. Companies are scrambling to attract and retain talent, making it impossible to develop deep and impactful initiatives for lasting prosperity. Employees are feeling disengaged and searching for ways to create new opportunities for a life with meaning. Is there a treasure map to find the buried gems of life and work satisfaction? The answer is creativity. But it's not what you think. Let's dig for the creative gold inside each and every person. Dr. Caroline's uncomplicated and entertaining approach highlights the instantly actionable steps for every person to develop their individual creativity, Everyday Creativity will help you to speak up, stand out, share your ideas, connect meaningfully with others, and find emergency exits in dead ends. Engage your unique, elemental, human gift of creativity to change your life, and probably the world. No arts and crafts (not even improv!) required.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Mitigate the subconscious and evolutionary barriers to expressing yourself.• Boost performance and satisfaction with 5 effortless habits to catalyze creativity.• Gain competitive advantage and avoid obsolescence through savvy application of Divergent and Convergent Thinking.	
	What's my value? (PANEL) <i>Laura Bickle, Ignite; Lisa Zivontsis, The Event Partner; Natalie Lowe, Celebrate Niagara; Matthew Byrne, Byrne Production Services</i>	Room 205
	<p>If anything, the last two years has provided our industry the opportunity to hit the reset button. One area <i>Ignite</i> repeatedly hears needs a refresh is redefining the value of a business event planner. This can refer to a number of areas including reasonable salaries, pricing your services and a review of the RFP process and protecting your creative ideas. In this candid panel discussion, <i>Ignite's</i> editor Laura Bickle will engage with industry influencers to tackle these tough challenges. It's time to ask the question - how can we come together as an industry to promote and defend our value?</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Identify areas of the industry where planners often undervalue their services• Identify key areas of reform that need to be addressed as an industry and as individuals• Walk away with tangible steps you can take to better protect and promote your value!	
	Introverts in Meetings and Events - An Oxymoron, or Sheer Brilliance? <i>Leanne Calderwood, LeanneCalderwood.com; Chantel Beaupre, Say Something Communications Inc.</i>	Room 206
	<p>Don't mistake our quiet demeanors as feigned interest.... we're here to listen and make a contribution! Introverts make up more of our extroverted industry than one might think, and when there is opportunity for us to share (in a way that we're comfortable), we can create incredible impact!</p> <p>Join well-known industry introverts Chantel Beaupre and Leanne Calderwood for this "intimate living room" conversation (of course...) to chat about how our industry can embrace this personality type as a powerful force in our relationships and meetings.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Differences between introverts and extroverts, including networking and learning styles• How introverts react to sales messages, and how you can make the biggest impact with them• Ways for introverts to use their power and create impact and influence wherever they go!	
12:15pm – 2:00pm	Awards Lunch and Canada East AGM <i>Sponsored by Cities in Sync</i>	Peller Estates Ballroom
2:15pm – 3:15pm	Concurrent Sessions – Segment 2	
	How To Hybrid - Creating a Successful Hybrid Event of Any Size <i>Victor Paan, Brian Johnston, Christopher Baron, Madeleine Bart – Encore</i>	Room 203
	<p>The components of a hybrid event have evolved over the last decade. What began as broadcasting an in-person event to a passive audience has grown into a connected, intentionally-designed event experience. During this session, you will learn how to define a hybrid event and its benefits. We will start with building a strategic event framework, then move into developing an understanding of the key drivers behind hybrid event success and how to apply them to common meeting types. Following this, we will lead a group of industry experts through a series of questions to provide you with knowledge and valuable insight as you plan hybrid events of any size.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Learn the strategic event framework to start with in planning your hybrid event• Learn the six key drivers to hybrid event success• Discover what's new with hybrid events and what we've learned from delivering hybrid events in the new face-to-face landscape	

Timing	Event	Location
	A Blueprint for Success - Your Menstrual Cycle <i>Nicole Bendayan, Nicole Bendayan Nutrition</i>	Room 202
	<p>A woman will have approximately 451 menstrual cycles in their lives spanning 38.5 years. During the menstrual cycle, hormones follow a predictable pattern that can be leveraged to strategically plan their personal and professional lives. This will improve productivity, enhance efficiency, reduce burnout, build confidence, support their mental health, and act as a blueprint to success. Because women are rarely taught about how their cycle impacts them, their personal and professional lives have neglected to factor in the hormonal fluctuations of the menstrual cycle and thus, there are negative consequences. Many women end up suffering painful and frustrating cycles, burning out, unable to achieve their full potential, and lack confidence in their abilities and capacity to connect with others. Yet, when a woman lives in tune with her cycle, she can understand and utilize each phase, negate PMS symptoms (which 80-90% of women experience), optimize efficiency and overall productivity as well as feel confident in her skills, energy, and professional identity. My goals of this presentation are to educate women on how they can use the predictable patterns of their menstrual cycle as a blueprint for optimized personal wellness, mental health, professional performance, within their interpersonal relationships and more! To do this I will teach them about the biological processes in their bodies and how their hormones impact them on a day-to-day basis. This will help them form a deep connection themselves. I will also provide a case study and actionable tips to make the presentation more engaging and easy to understand. The content will also help other attendees build deeper connections and solidarity to their female peers.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Educate on how the menstrual cycle and reproductive hormones impact personal and professional wellness• Teach ways to leverage the predictable patterns of the menstrual cycle as a blueprint for success• Assist in building connection and solidarity between menstruating and non-menstruating people	
	The Creative Team: Knock it Out of the Park with New Solutions <i>Caroline Brookfield, Artful Science</i>	Room 204
	<p>Building something magical like an event, a contract, or a new offer, is a team sport. Time is short, but you still need to create magical and unique solutions for your clients every day. Whether you are planning an event, serving a client, hosting a staff meeting, or participating as a partner, how can you amplify creativity when working in a team towards a common goal? In this workshop, you will get a brief review of 5 effortless habits for creativity that will lead into a hands-on learning program to light the fire of creativity in a team. We will explore the best environments to inspire new ideas and practice some exercises that can catalyze new insights. Attendance at Session 1 is not required (but I hope you come to both!)</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Describe why we have evolved to avoid judgment and how to mitigate this effect to speak out more.• Define divergent and convergent creativity and the conditions required for each.• Identify one everyday creative habit or activity to practice.	
	Passion Syndrome - The Reality of Burnout in the Events Industry (PANEL) <i>Zaman Ishaad, AV Canada; Jenny Dao, Discover Saskatoon; Karen Norris, Canadian Dermatology Association; Dwayne Rutherford, Debonair Corporate Events; Jo Lean, LoveSelf Wellness</i>	Room 206
	<p>As event and meeting professionals, we always take the extra step to make sure our stakeholders and attendees have the best experiences. Rarely do we think about ourselves and pressure upon us to deliver perfectionism in our planning. Where does this pressure come from - the CEO? Attendees? Sponsors? A huge amount of pressure comes from within and our ability to manage the stress (both professional and personal) which determines our fulfillment as a professional. With the pandemic changing our work environment and lifestyles, hospitality and event professionals are no longer able to work from 7am - 7pm with unhealthy habits - which has been resulting in the great resignation, talent gaps and amazing professionals leaving our industry. We love the industry and the experiences we provide, but at what point do we realize that we can't do it at the expense of our mental health? We need to set the expectation that we need help in order to be our best selves.</p> <p>Learn from this diverse panels in our industry professionals who share their experiences and learnings to build a community where professionals thrive. We will explore topics, personal topics such as compensation, work/life balance, maternity and volunteering. Our hope is that event professionals will connect with each other to share best practices and ways of coping to keep energized and excited for the recovery ahead. As part of the presentation, we will teach you how to align your passion with personal and professional development.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Share experiences with attendees to improve personal and professional development• Identify best practices to improve retention and talent gap in our industry• Build a community of professionals who support each other in PCMA	
	Planes, Trains, Automobiles Oh My! (PANEL) <i>Anita Carlyle, MCC Destination Management; Brad Sutherland, Air Canada; Mauro Morgani, Luxury Coach</i>	Room 205
	<p>As a DMC, we are specialists in transportation logistics, but things have changed - new airport processes, sold-out automobile rentals, shortage of drivers and coaches. This session will be with our transportation providers - coach companies, train representatives, airlines sales representatives to discuss what the future of group transportation will look like, what planners need to know when booking and risk and liability when booking transfers on behalf of guests.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Tips for booking group transportation• Risk and Liability when contracting group transportation• Q&A with Transportation experts	

Timing	Event	Location
3:15pm – 3:45pm	Connection Break	NFCC Main Lobby
3:45pm – 4:45pm	Concurrent Sessions – Segment 3	
A la Carte Roundtables... Build your own Experience		
Contracts: Heather Reid, Planner Protect		Room 204
DEI: Sheila Wong, BBW International Inc.		Room 203
Sponsorships: Suzanne Burnie, Event Logic Productions Inc.		Room 205
Sustainability: Natalie Lowe, Celebrate Niagara		Room 202

Choose your own learning path with these novel roundtable sessions. Select your 2 favourite topics from the 4 available and tackle timely topics with your peers for 25 minutes before moving onto another subject in another room.

Moderated by subject matter experts, these sessions will be a brainstorming opportunity for you and your colleagues to openly discuss relevant industry information. Learn and network at the same time; ask questions and gather a variety of thoughts, opinions and real-world experiences from colleagues who can share best practices and lessons learned.

Seating is available on a first come first serve basis, so if a room is full, make your way to the next interesting one.

Topics include Sustainability, DEI, Contracts and Sponsorships.

(Not available to those attending the Farm to Table - F&B session)

Farm-to-Table F&B - Interactive Experience
Chef James Price, Niagara Falls Convention Centre

The Lounge

Nestled between the shores of two Great Lakes and flanked by the cliffs of the Niagara Escarpment, Niagara is a region blessed with the bounty of farms, orchards and vineyards. With such rich agricultural surroundings, it’s no wonder the culinary team at Niagara Falls Convention Centre is so passionate about what they do. Led by Executive Chef James Price, their approach to food and beverage focuses squarely on producing seasonal menus that are distinctly Niagara. Presented always in the most creative ways, and bursting with regional flavours, their menu choices reflect their commitment to natural, local ingredients and house-made preparations. In this session, Chef will lead a high-level introduction of the Niagara region and its different bountiful agriculture sectors and seasonal offerings featuring local produce and partners (mushrooms, honey, wine, etc.) Followed by a small tasting of something in-season and unexpected.

**Possibly with a small wine tasting/pairing.*


Learning Objectives:

- How working with local farmers and experts is more sustainable for your event
- How working with local farmers and experts provides a better experience for delegates through storytelling and taste
- How working with local farmers and experts allows your budget to stretch farther using exciting items that might otherwise be tossed aside

Evening	Free Night - Open for Supplier-hosted events
---------	--

Tuesday, November 22nd
Conference Daily Host – Marriott International, Inc.

Timing	Event	
7:00am – 7:30am	Morning Meditation to Focus & Feel Connected	Marriott on the Falls – Foyer 2 nd Floor
8:00am – 6:00pm	Registration & Information	NFCC Main Lobby
8:00am – 8:45am	Connection Breakfast <i>Sponsored by Tourism Mississauga</i>	Peller Estates Ballroom
9:00am – 10:30am	Morning Plenary	Fallsview Theatre/ Jr. Ballroom



Ian Keteku
World Champion Spoken Word Poet
Sponsored by National Speakers Bureau
The Power of Words

Ian Keteku is an award-winning poet and multi-media artist committed to using words as a prescription for society’s complications. He coaches teams, organizations and individuals of all walks of life to uncover their hidden voice. Ian explores themes of social justice, mental health, race, diversity, romance and beauty. He has collaborated with the governments of Denmark, Morocco and Ghana, the Bill and Melinda Gates Foundation, Sesame Street and many others. Ian is also featured in the CBC documentary IF The Poet where he coaches a middle-aged man to enter the world of slam poetry.

He is an internationally acclaimed spoken word poet, a national slam champion and the 2010 World Poetry Slam Champion. He uses his voice to inspire messages of peace, action and critical thought. Ian believes poetry is the universe’s way of showing us the beauty in emotion, the similarity in experience and the art of living.

10:30am – 11:00am	Connection Break <i>Sponsored by Tourisme Montréal</i>	NFCC Main Lobby
-------------------	--	-----------------

11:00am – 12:00pm Concurrent Sessions – Segment 4		
Personal Branding for People Who Aren't Kardashians <i>Leanne Calderwood, LeanneCalderwood.com</i>		Room 202
<p>Personal branding is no longer reserved for celebrities and entrepreneurs, everyone is deserving of a personal brand and can use it as a way to build trust with their ideal audience. It has become an emerging tool for hospitality professionals as we all look at different ways of connecting with our communities.... but there's still something holding us back. We often hold onto limiting beliefs about if we deserve a brand, or if we have time to project a brand, or if we should be doing it while working for a larger organization. These beliefs hold us back from taking the first step in creating our own brand. Join Leanne as she busts through these limiting beliefs and gives you the tools you need to start thinking about your own personal brand.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Discover the 5 most common myths about personal branding and the truths that we should be embracing instead! • Learn the 5 reasons why we should all build our own personal brands, separate from our organization's branding and marketing • Discover 5 Ways you can grow your brand, without social media 		
This Changes Everything: What Meeting and Event Professionals need to know to harness the Power of Connection <i>Jennifer Spear, Chaos Lab/Clean Slate Strategies</i>		Room 204
<p>Wonder why some have struggled during this time while others have thrived?</p> <p>This session will reveal that the need to build connection with our employees, colleagues, partners, clients and audiences has never been more important. Those that are able to face uncertainty and maintain connection with others are more likely to thrive at work, at home and in their overall well-being.</p> <p>As Meeting and Event Professionals you had to constantly pivot over the last couple of years to meet new demands and deliver experiences online, in-person and hybrid. You have proven how resilient and resourceful you are. You recognize that our role is shifting from providing CONTENT to allowing CONNECTION to occur in order to create meaningful experiences. You will hear the results from our benchmark ground-breaking research project "Chaos2Clarity", this one-of-a-kind research study on the impact of the pandemic on the human condition across Values, Psyche, Motivations, and Behaviour. The insights shared will provide planners and suppliers with a level of confidence to better predict change and challenges still facing our industry and allow us to create more meaningful experiences through connection in order to thrive.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Appreciate the need to engage audiences in a more Human way to create meaningful experiences and connections • Understand the need to embrace the extent of change on peoples' expectations and the need to challenge our own assumptions about our industry • Learn what skill set is required to thrive in our new uncertainty 		
Behind the Scenes Tour: Deep Dive into This Year's Design and Theme <i>Chuck Corrigan, Encore</i>		Fallsview Theatre/ Jr. Ballroom
<p>What goes on behind the scenes of a production like the Canadian Innovation Conference? In this session, the Encore 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 this year's main stage, tech table and surrounding event technology being showcased at this year's conference. During your tour, you will hear about how the team came up with this year's design and concept, have opportunities to get close to the equipment, ask technical questions, and explore the scalability of the equipment in the room so that you could apply bits and pieces to your next event.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Learn how the event technology within the plenary room works behind the scenes • Learn the process behind producing an event like the Canadian Innovation Conference • Understand how to look for scalable opportunities within emerging technology 		
Ask Me Anything – Suppliers on Stage (Part 1) (PANEL) <i>Moderated by Chantel Beaupre, Say Something Communications Inc.; Jay Lanchbury, Encore; Lynn Chiasson, Quebec City Convention Centre; Susan Saganski, Marriott International; Tami LeBlanc, Discover Halifax; Scott Turyk, Sheraton Toronto Centre</i>		Room 203
<p>Do you have a burning question – do you want to know why things are the way they are, but don't know who to ask? Join this session for an open, honest discussion with key industry supplier representatives about anything and everything! No topic is off limits! This will be a two-way audience interactive session with audience members submitting questions anonymously through technology. You don't want to miss this!</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Identify challenges and how to overcome them • Discover what is and is not negotiable when it comes to business events • Explore the connections and gaps between DMOs, GSOs, hotels, convention centers and AV suppliers 		
12:15pm – 2:15pm Connection Lunch with LIVE Auction <i>Sponsored by Envision Saint John</i>		Peller Estates Ballroom

Understanding the Nervous System: Event Designing for Real Connection
Drew Bathory, Braindate by e180

Room 202

Polyvagal Theory was first coined in 1994 by Dr. Stephen Porges and outlines how we, as human beings, are hard-wired for connection via our Nervous Systems. This session will share scientific theory relating to our socially driven longing to connect and address the foundations of understanding required to design truly human centred experiences. How can we as event planners, facilitators, leaders and collaborators approach our work with a deeper sense of care and understanding for basic human needs? This session will provide first-hand experiences between attendees that uncover tools and strategies that can enhance connection, impact and inform the future of how we do our work.

Learning Objectives:

- To share theory of the nervous system from a human design centred approach.
- To give a first hand (embodied) experience to participants that allow them to inquire on how wellness must be prioritized now more than ever.
- To offer a container for collaborative ideation and problem solving to help move the needle on wellness within events.

Web3: Digital Assets, Digital Transformations
Juliano Lissoni, MCI Canada

Room 204

Blockchain is the foundation for the second era of the internet - an internet of value, where anything of value, including money, our identities, cultural assets like music and art, and even a vote can become a digital asset, managed, transacted, moved and stored securely peer to peer.

Web2 refers to the version of the internet most of us know today. An internet dominated by companies that provide services in exchange for your personal data. Web3 refers to decentralized apps that run on the blockchain. These are apps that allow anyone to participate without monetizing their personal data. Web3 will fundamentally impact all ecosystems, but what does it means for our sector, and how this new technology will impact events, education, associations, and hospitality?

Learning Objectives:

- Understanding the terms: blockchain, tokenized networks, Web3 Protocols
- What is the crypto-economics, and why it matters
- Web3 applications and how they can impact our ecosystem

Building Resilience in Your Business; How One Female Entrepreneur Doubled Her Growth During the Pandemic Through the Power of Connection
Dorothea Bozicolona-Volpe, Social Espionage

Room 205

Learn the tips, tricks, strategies and tactics of how one female business owner & executive in the meetings and incentives industry utilized the POWER TO CONNECT to create resilience in her business and made money during the pandemic.

Learning Objectives:

- The power of a strong personal brand & connecting with others
- Creating community through connection to drive revenue
- Content that engages, connects, educates and entertains your audiences to drive them to purchase

Behind the Scenes Tour: Deep Dive into This Year's Design and Theme (Repeat)
Chuck Corrigan, Encore

Fallsview Theatre/ Jr. Ballroom

What goes on behind the scenes of a production like the Canadian Innovation Conference? In this session, the Encore 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 this year's main stage, tech table and surrounding event technology being showcased at this year's conference. During your tour, you will hear about how the team came up with this year's design and concept, have opportunities to get close to the equipment, ask technical questions, and explore the scalability of the equipment in the room so that you could apply bits and pieces to your next event.

Learning Objectives:

- Learn how the event technology within the plenary room works behind the scenes
- Learn the process behind producing an event like the Canadian Innovation Conference
- Understand how to look for scalable opportunities within emerging technology

Ask Me Anything – Planners on Stage (Part 2) (PANEL)
Moderated by Krista Cameron, Encore; Hélène Kenny, National Judicial Institute; Gaëlle Félix, Public Service Alliance of Canada; Chantel Beaupre, Say Something Communications; Christine Andrew-Pearce, House of MC Sourcing

Room 203

Let's continue to ask questions and find out why things are the way they are! Join this session for an open, honest discussion but now with key industry planner representatives about anything and everything! No topic is off limits! This will be a two-way audience interactive session with audience members submitting questions anonymously through technology. You still don't want to miss this!

Learning Objectives:

- Identify challenges and how to overcome them
- Discover what is and is not negotiable when it comes to business events
- Explore the connections and gaps between planner and supplier processes

3:30pm – 4:00pm	Connection Break <i>Sponsored by Tourisme Montréal</i>	NFCC Main Lobby
4:00pm – 5:30pm	Closing Session	Fallsview Theatre/ Jr. Ballroom



Wes Maestro Fresh Williams
Juno Award-winning Hip Hop artist | Gemini Award-nominated actor
Sponsored by National Speakers Bureau
Stick to Your Vision

Wes “Maestro” Williams became the first Hip Hop artist inducted into the Canadian Song Writer’s Hall Of Fame in 2019. Wes has also won two Juno Awards, four Much Music Video Awards (including People’s Choice) and has 12 Juno nominations.

He is the first Canadian rap artist to go gold (album & single), recorded the first Canadian Hip Hop single “Let Your Backbone Slide” to go gold, has a platinum selling album (Symphony in Effect) and was the first hip hop artist to perform at the Juno Awards (1991).

As an actor, Wes has been in several film and television productions including 8 seasons on CBC’s award-winning sitcom *Mr. D* where he played the role of teacher/ vice-principal Paul Dwyer.

His first book, *STICK TO YOUR VISION: How to Get Past the Hurdles and Haters to Get Where You Want to Be*, shows individuals how to define their vision, how to achieve it, and what to do once they are there. Wes hopes to be the inspiration for many by expressing himself through his music, acting and speaking.

7:00 pm – Late	Closing Reception and Dinner <i>Sponsored by Niagara Falls Business Events, Peller Estates, The Tourism Partnership of Niagara and the Government of Ontario.</i>	Peller Estates Winery
----------------	--	-----------------------

In the heart of wine country, **Peller Estates** knows how to throw a party and their events are anything but typical. Starting with the connection between wine, family and friends, the team will show off their unique winery spaces with a variety of food, drinks and entertainment. The team at Peller welcomes CIC22 participants for a chance to explore The Power of Connection in a way that's sure to please even the most discerning critic!