



CIC23 Full Program

(Program as of September 28 and subject to change without notice)
All education sessions will take place at the Saint John Trade & Convention Centre (SJTCC)

Sunday, November 19th


Timing	Event	Location
9:30am – 11:00am	Site Visits as arranged by Envision Saint John	Various
11:00am – 1:00pm	Pay to Play Tours: Indigenous Storytelling & Beer Brunch Tours	Various
10:00am – 6:30pm	Registration & Information	SJTCC Lobby
2:00pm – 3:00pm	City on Fire Movie Screening	TBC
3:00pm – 4:00pm	Meet & Greet with the PCMA Canada East Board for First Timers and New Members <i>Sponsored By EventMobi</i>	TBC

4:30pm – 6:30pm



Opening Ceremonies
Master of Ceremonies:
Marshall Button
*Actor, Host, Playwright, Director, artist-in-residence
Capitol Theatre
Sponsored by Envision Saint John*

Great Hall



Solange Tuyishime Keita
*President and CEO of Elevate International, Co-Founder of Naylah’s Legacy, a UNICEF Canada Ambassador, and the current Mrs. Canada World
Sponsored by National Speakers’ Bureau*
Love

Mental Health is at the core of your priorities.

If we’ve learned anything about the intense, world stopping, moving circumstances the world has faced over the past three decades it is that the world needs more love, empathy, and compassion for one another.


Remember when we couldn’t use the word love in a professional environment? Yet as human beings love and belonging are at the centre of what allows us to thrive, grow and lead.

From self love, to leading with love, to infusing love in the communities we build, Solange shares moving experiences and key leadership steps that shape how we lead in an enriching way that will transform your leadership and the wellbeing of those around you.

6:30pm – 9:00pm	Welcome Reception <i>Sponsored by Tourism New Brunswick</i>	Saint John City Market
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Join us in the heart of uptown Saint John at the historic Saint John City Market – the oldest continuing farmers market in Canada. Discover the heritage of this National Historic Site alongside the modern amenities that make it the beating heart of our urban core. Experience the best New Brunswick has to offer including food, drink and entertainment!

Timing	Event	Location
7:00am – 7:30am	Foundation Fun Run/Walk	TBC
8:00am – 4:30pm	Registration & Information	SJTCC Great Hall
8:00am – 8:45am	Connection Breakfast <i>Sponsored by Tourism Outaouais</i>	SJTCC Foyer
9:00am – 10:30am	Morning Plenary	SJTCC Great Hall



Daniel Lewis
Entrepreneur, Customer Experience Expert & Motivational Storyteller
Sponsored by TA Speaker Management
E.I.E.I.O: The Elevated Experience

How to take the Customer’s Experience to a WHOLE NEW LEVEL! In this presentation, Daniel introduces a 5-step framework (E-I-E-I-O):

Empowerment – Inspiration – Enablement – Intelligence – OMG! (the wow factor)

E-I-E-I-O is a framework that will teach us how to impact and improve the customer’s experience by elevating our culture and improving the atmosphere for our people first. Guess what EMPOWERED, INSPIRED & well cared for employees do for our customers...? That’s right, they create a freaking awesome experience for customers as a reflection of the culture they have been immersed in.

- Learning Objectives:
- Learn how to strategically prioritize ‘People over Policy’ and remove barriers to employee excellence.
 - Learn how to authentically cultivate a magnetic and positive corporate culture for your organization.
 - Learn how to Master the Art of creating WOW! moments for your customers.

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

Create a Ripple Effect with Event Social Impact Strategies

Suzanne F. Stevens, YouMeWe Social Impact Group Inc.

The event business will never be the same, allowing one to break through every element of event production. During the pandemic, there have been increased gaps among marginalized, vulnerable, and visible minorities. As an event organizer, how do you design events that can address a value-aligned social gap? Engaging delegates in a live or virtual event can be a struggle. And with the Y and Z generations wanting more initiatives to appeal to their head and heart, strategically incorporating a social initiative into your event can make it the bond to connect attendees to each other, and to your event while enhancing their overall experience. What, where, when, and how do we incorporate a social impact? In an interactive, high-energy session, Suzanne will take you through strategies to differentiate your event every time.

Learning Objectives:

- Benefit of incorporate a social initiative into your event mandate.
- Strategies to connect and commit to a cause.
- Social initiative ideas to create an experience - beyond donating dollars.

Our Worth: Conversations Around Recognizing Our Value in Meetings and Events (PANEL)

Moderated by Leanne Calderwood, LinkedIn and Personal Branding SIMPLIFIED

The conversation has started, we want you to be a part of it. Join us for an enlightening and empowering panel discussion about how we can respond to conversations around compensation for our expertise. During this safe and friendly dialogue, we'll explore the importance of recognizing and communicating your value effectively.

Whatever your role in the industry, this session is designed to equip you with the tools and mindset needed to confidently advocate for yourself and others, build your personal brand, and create an environment of worth.

Learning Objectives:

- Learn to recognize and articulate your unique value: Explore your individual strengths and expertise that set you apart in the meetings and events industry, and why your unique perspective shouldn't be taken for granted.
- Develop effective negotiation strategics: Explore practical techniques for negotiating your worth and discussing compensation in a way that is fair, transparent, and mutually beneficial.
- Build a strong personal brand: Understand the importance of branding in the meetings and events industry and how it can influence your professional trajectory. Learn about opportunities that can help amplify your brand, and when payment versus "exposure" is warranted.

J-E-D-I-A: What’s Food & Beverage Got to do With it?

Tracy Stuckrath, Thrive! Meetings & Events

Forward-thinking organizations and event professionals of today are working to address disparities across their companies, business practices, and events to truly “put people first” by embracing and understanding different cultures and encouraging the representation and participation of diverse groups of people.

Eating and drinking are fundamental requirements for health, relationships, culture, and well-being. They are also integral aspects of every event. Thus, having safe and nutritious food and beverage to eat is a right, not a privilege, even at events.

Yet, food and beverage — the largest event expenditure — are often overlooked to foster inclusive experiences where everyone feels like they belong at the business dinner, cocktail reception, incentive trip, or corporate banquet. It is often the last element focused on in the planning process.

The cost of food and beverage and the benefits it can provide our attendees — nourishment, health, wellness, employment, and belonging — should propel us to think differently about when, where, how, how much, and what we are serving so that we can create dining experiences that provide justice, equity, diversity, inclusion and accessibility (J-E-D-I-A) for all those involved.

In this interactive session, Tracy will share how and why a strategic and intentional approach to designing meeting menus is imperative to helping fulfill DEI initiatives and ensuring no one leaves a table feeling hungry.

Learning Objectives:

- Understand the bigger role food & beverage holds in events
- Examine the broader social and economic benefits of event F&B on attendees and the community
- Connect the dots between the choice of food and beverage offerings at events and an organization's diversity, equity, and inclusion (DEI) initiatives.

Ask Me Anything – Planners on Stage (PANEL)

Moderated by Krista Cameron, Encore
Panelists: Chantel Beaupre, Say Something Communications; Elizabeth Raoult, Meeting Encore; Riccarda Galioto, AMMI Canada; Natalie Lajoie, Electro Federation Canada; Filomena Picciano, Canadian Society of Nephrology

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 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.

12:15pm – 2:15pm	Awards Lunch and Canada East AGM <i>Sponsored by Tourism Mississauga</i>	SJTCC Great Hall
2:15pm – 3:15pm	Concurrent Sessions – Segment 2	

Incorporating Indigenous Content in a Meaningful Way

Dave Smith, First Nation Storytellers

First Nations Storytellers offers storytelling to businesses and organizations with the goal of demystifying reconciliation. In a world where diversity, equity, and inclusion are top of mind, invite us to take your team on a journey into the past to illuminate and inform the present.

Dave has a unique point of view on Indigenous culture because of growing up outside the First Nations community due to the "60's scoop". This "two-eyed seeing" approach allows him to see both sides of the relationship between Canada and his people and he has a passion to learn as much as he can to help facilitate better relationships between the two Nations as well as reclaiming his own culture. This unique position affords him a point of view that allows him to share his culture and its history from an understanding that is uncommon. Dave is passionate about reclaiming his culture and sharing it with you.

During this session Dave will share his personal journey, a cultural story and talk about including Indigenous content in your next meeting, beyond land acknowledgements.

Learning Objectives:

- Participate in intimate and interactive dialogues among Canadian peers.
- Receive education customized for the Canadian marketplace.
- Trends / Hot Topics.

Get Ahead of the Game: Lead the Competition with a Digital Audit

Vini Apoena, MCI Group Canada Inc.

In this session, we'll explore how meeting professionals can stay ahead of the competition by leveraging the power of a comprehensive Digital Audit.

Vini Apoena, Head of Data, Analytics, and Marketing Services for MCI Canada, will guide the audience through the Digital Audit Process, explaining how it can help you identify key areas for improvement and maximize the impact of your digital marketing strategies.

The audience will learn how to create a roadmap for achieving their online goals and how to transform their digital presence to meet the changing needs of the industry.

Learning Objectives:

- Understand the benefits of a comprehensive Digital Audit and how it can help meeting professionals stay ahead of the competition in the ever-changing digital landscape.
- Learn how to analyze key performance metrics and identify areas for improvement in your event's digital presence.
- Discover how to create a clear roadmap for achieving your online goals and transforming your digital marketing strategies to meet the needs of the industry.

The Wicked Power Shift: Put Your Values to Work & Harness the Power of Your Audience

Lisa Hrabluk, Wicked Ideas Media

This session will give attendees the tools to equip their organizations with a powerful and persuasive values-led strategic focus that attracts attention, builds influence, shifts power dynamics, and creates the space required to be the change you want to be for both your industry and for your clients.

Helping business leaders learn how to speed the transition to a more just and sustainable world is the new economic, social, and environmental imperative of convention management. Are you and your team up for it? From place settings to site placement, every choice you make tells your audience where you stand, and where you want to go.

In this session, Lisa will explain what it means to put your values to work, why it matters right now and how you can do it, via a simple but highly effective exercise to help attendees understand how to quickly convert moral values into financial value.

Lisa knows because she’s been you. She has created some of New Brunswick’s largest conferences, starting with the region's first big think conference in 2005. She knows what it feels like to be exhausted, stressed out and still fully committed to staying on this path of service. Her session will lift you up so you can lift up your clients and your world. Wicked.

Learning Objectives:

- Values-based strategic planning defined and understood.
- Place convention management in context of larger economic, social and environmental change.
- Practical 'how-to' to convert ethics (values) into financial value to drive business growth, client loyalty and event excellence.

Ask Me Anything – Suppliers on Stage (PANEL)

Moderated by Chantel Beaupre, Say Something Communications Inc.

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!

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 DMOs, GSOs, hotels, convention centers and AV suppliers

3:30pm – 4:00pm	Connection Break	SJTCC Foyer
3:45pm – 4:45pm	Concurrent Sessions – Segment 3	

Content Designed to Engage

Madeleine Bart and Brian Johnston – Encore

High-concept, high-budget programming, exemplified by such \$10M-an-episode programs as The Crown or Game of Thrones, became favorite distractions during the pandemic - and, as a result, attendee expectations of what content can and should be have changed significantly.

Meeting planners now need to re-evaluate the role that onscreen content plays in attendee engagement and message retention at their events, especially because creating high-quality content does not take Game-of-Thrones-level budgets. Instead, effective high-quality content requires deep and nuanced understandings of subjects and their audiences, simple & elegant designs, and, perhaps most importantly, laser-focused narratives.

Learning Objectives:

- Why you should be thinking about attendee attention spans and the value of creative content.
- How evolving content consumption trends impact narratives and content deliverables.
- Importance of leveraging onscreen content to capture audience attention and maximize message retention.

Bidding To Be Your Best

Layne, The Auctionista

The journey of finding your greatness can reinvent and redefine who you are. It may redefine a community. It may even redefine a culture.

Mid-life, Layne stepped away from the corporate world and entered an unusual, niche career: fundraising event auctioneer. A profession dominated by cis-gendered, white males; an industry not yet willing to stray from the norm. As a non-binary person, brand new out of auction school and with no client market, the odds were stacked against Layne at every turn. A decade later, Layne has found record-breaking success, redefining the role on their terms.

What does it take to blaze a new trail, break the stereotype, and defy convention? The answers are within Layne's journey: grit, belief, skill, courage, and a lot of vulnerability.

In Bidding to Be Your Best, Layne demonstrates how to take the first step towards doing what you love. They give audiences insight into what it takes to overcome fear of failure, fear of adversity and how breaking stereotypes will lead you to greatness.

Layne relives the experience of being "The only gay in the village" at auction school in mid-west USA. Even after years of being top in the industry, they continue to experience challenging moments of gender discrimination.

With intelligent humour, emotionally charged storytelling and an educational lens, Layne draws listeners into their life experience. They unabashedly challenge the audience to dismantle their perceptions and beliefs about the meaning of success and societal expectations. Staying true to yourself always wins.

Learning Objectives:

- Channel adversity and vulnerability to find your courage and momentum.
- Reframe societal expectations to live freely and be authentically you.
- Build a profitable business with big thinking.

Clients Are NOT Your Priority! How to Truly Become a Hero in The Event Industry

Kevin Rempel, Kevin Rempel & Associates Inc.

How many times do you find yourself working weekends because a client called with a last-minute request, up late feeling stressed and burnt out because you have no time to complete it?

Sound familiar? It's all too common for meeting professionals to prioritize everyone and everything else in their lives except themselves. Neglecting the single most important person that makes an event successful shouldn't be your success strategy.

In this session, Kevin Rempel shares his story of becoming paralyzed in a motocross accident to reaching the Paralympic podium in sledge hockey and the many lessons learned living with a disability that helps him prioritize wellbeing while building a successful business.

Participants will take time to reflect on how they think about the role they play within the event world. The language they speak, the emotions they share, and the behaviours they deem to be acceptable are all contributing factors to the exact challenges they are looking to alleviate.

If you are looking to create a new vibe in the events industry to change the tide of always neglecting yourself for the benefit of a client, it begins with deciding to take charge of your mindset and how you show up for yourself so that you can show up for others.

Becoming a hero as a meeting professional doesn't mean that you should bend over backwards every time you have a new request. It means having the courage to set boundaries and a new standard of care, not repeating the same patterns that industry professionals were so happy to escape just a few years ago.

Understanding how you speak to yourself, to others, and the story you believe about your situation are just a few examples of how you can begin to cultivate a confident and empowered mindset while making your mark in the event industry.

Learning Objectives:

- Self-examine what needs to change in your business to run more effective and efficiently so you can stop working weekends and get your life back.
- Develop your self-awareness to better understand how you think and change your behaviour with new beliefs that support your wellbeing.
- Understand how to set boundaries with clients in advance that create space and respect. amongst your partners and peers.

Why You Shouldn't Be Afraid of the "S" Word

Carly Silberstein, Redstone Agency; Mascia Michalakos, Tourism Mississauga; Susan Saganski, Marriott International

We are all sellers! Planners, suppliers, and destinations are selling themselves to current and future clients as well as employers, employees, and partners. All this while also trying to get our ideas seen and heard at every step of the event planning process.

Since we were kids, we have all tried to 'sell' ourselves whether it was to try out for the school basketball team or, as we got older, to convince people to trust us with their meeting or event. So why are so many of us afraid to refer to ourselves as salespeople? And why do so many others dislike salespeople? Whether you are a planner or supplier selling is key to what you do every day. This session looks at why selling yourself is key to creating a vibe that people are drawn to and changing the tide on how we all feel about sales.

Learning Objectives:

- This session will focus on what sales really means in our day-to-day roles as planners and suppliers.
- We will recognize how changing our perception of the word *sales* and of salespeople will make us better collaborators and contributors to the meetings & events industry.
- What are key sales skills that will enhance our abilities and what happens when we embrace these skills.
- Whether new to the industry or a seasoned professional, we will work to understand what we can do to advance our sales abilities for the future to better support each other and our clients.

4:45pm onward Free Night to network and explore!

Tuesday, November 21st Conference Daily Host – Marriott International, Inc.

Timing	Event	Location
7:00am – 7:30am	Wellness Activity - TBA	
8:00am – 6:00pm	Registration & Information	SJTCC Lobby
8:00am – 8:45am	Connection Breakfast	SJTCC Foyer
9:00am – 10:30am	Morning Plenary	SJTCC Great Hall



Max Valiquette
Innovation, Transformation, and Marketing Expert
Sponsored by Speakers Spotlight
Why Being Wrong Has Never Been So Right

The fear of being wrong is at an all-time high while the pressure to being right is paralyzing. Yet, in our rapidly changing world, it has never been more crucial to foster a work culture that embraces the value of being wrong. After all, we can't learn to grow, innovate, and adapt until we have the freedom to be wrong and learn from our mistakes. The key to thriving amidst uncertainty.

10:30am – 11:00am	Connection Break <i>Sponsored by Tourisme Montréal</i>	SJTCC Foyer
11:00am – 12:00pm	Concurrent Sessions – Segment 4	

WTF, ChatGPT?

Leanne Calderwood, LinkedIn and Personal Branding SIMPLIFIED

Seriously, it's like getting hit by a Mac truck. One day we're happily spending hours and hours writing emails and marketing copy, the next - ChatGPT swoops in and changes the entire industry.

Join us for an exciting conversation where we'll explore the incredible potential of ChatGPT, in revolutionizing the way we interact and engage with attendees, clients, and stakeholders.

In this beginner-friendly session, we'll dive into the world of ChatGPT and discover how it can enhance your marketing, prospecting, event planning, execution, and overall attendee experience.

Learning Objectives:

- Understanding the Basics: Gain a solid understanding of what ChatGPT is and how it can be leveraged in the meetings and events industry. We'll explore its capabilities, limitations, and key features, enabling you to make informed decisions about its implementation in your events.
- Adding ChatGPT to your toolbox: Discover creative ways to use ChatGPT to help with, well, just about everything. From personalized event recommendations to real-time Q&A sessions and post-event surveys, we'll explore ways you can use the platform.
- Watch out! We'll also look at things that may trip you up along the way, and how to ensure ChatGPTs outputs are accurate and helpful.

Words Matter: Inclusive Language

Elissa Gurman, PhD, MacPhie

Words matter. Using and understanding inclusive language is a straightforward and concrete way to help everyone feel more comfortable at work. In this session, participants will build their confidence, knowledge, and sensitivity around inclusive language, so they can more respectfully speak and write about difference.

Meeting professionals communicate with diverse stakeholders daily. This session will give them the tools to do so more respectfully and inclusively. Participants will be presented with best practices for inclusive language and have an opportunity to ask questions or share comments.

Learning Objective:

- Participants will build their confidence, knowledge, and sensitivity around inclusive language, so they can more respectfully speak and write about difference.

The 6 New Truths of Innovative Event Strategies

Michael Clarke, Marriott International & Marriott International Luxury Brands

The pace of technological advancement and market evolution is increasing, leaving event designers searching for new strategies to stay ahead of this change. The pandemic radically changed the way we wish to interact and connect, and our purpose and values for attending events is more complex. For all of us, experience design is a nexus for innovation – we learn about our attendees here, test our products, launch our messages, and drive our purpose. Participants in this session will immerse themselves in the insights that emerged from Marriott, PCMA and CEMA's joint research study on the new truths of event design strategies and how these truths provide the inspiration and techniques to innovate and the direction to apply to your event strategies. Participants will gain the knowledge needed to assess where and how to drive event experience innovation based on the guiding principles against which we can interpret change, measure progress, and create more loyal attendees and advocates of your meetings and events.

Cruise Tourism: Lessons in Partnerships, Collaboration & Creating The WOW! (Panel)

Moderated by Natalie Allaby, Port Saint John

Cruise tourism in Saint John, New Brunswick contributes over \$68M to the local economy and brings over 200,000 people annually to the port city. Success of this sector over the last 3 decades can be significantly attributed to exceptional partnerships and tremendous stories of collaboration.

When the right partners join forces, magic happens! From best-in-class tour offerings and operations, to launching a nationally recognized new waterfront attraction in 2022, hear from 3 passionate Saint John-ers who all have a similar goal in mind - create the WOW! Find out how bringing together the right people and working towards a common goal, allows a destination to grow, flourish and spark excitement in others to want to do the same.

Learning Objectives:

- A rising tide lifts all boats.
- Relationships matter.
- Dream BIG.

12:15pm – 2:15pm	Connection Lunch with LIVE Auction <i>Sponsored by Discover Saskatoon</i>	SJTCC Great Hall
2:30pm – 3:30pm	Concurrent Sessions – Segment 5	

"Flip the Selfie" - Event Growth Through Customer-Centric Event Design

Peter Stoddart, Stoddart & Co.

What is the one question we need to ask to create a profitable event that becomes the 'talk of the town' and sells-out faster and faster each time?

Ask not: 'what do we want to create with the resources we have', rather, ask: 'what experience does our customer want' and design that experience at each touchpoint, from the moment the customer hears about the event to the moment they talk about it following the event's conclusion.

In this interactive session which includes a presentation of a successful case study and small group discussion, we will illustrate how using a 'customer-centric event design' produced an annual profitable event in the hospitality industry that grew larger and sold-out faster each year. In the group discussion, professional colleagues will choose an event and brainstorm ways to apply this customer-centric design to create their vision for an upcoming event.

The goal is to create an experiential learning opportunity for meeting-professionals to work together to envision an event through a customer lens using an example they can easily imagine because the case study tells the story of the Saint John Beer Festival that took place in the very uptown area where they are meeting.

The session includes four parts:

1. Case study of the vision and growth of the annual Saint John Beer Festival. While any beer festival can sound fun, what makes an event not only sustainable but one that continually attracts more people, is more profitable, and sells-out faster each time is through deliberate design - of the customer experience at each customer touchpoint.
2. Interactive discussion on what creates a great customer experience and why its important.
3. Small group discussion around challenges, best practices and how to apply learnings.
4. Reflection on what participants learned about "best customer-service practices" by brainstorming and applying the customer-centric design to an upcoming event.

Learning Objectives:

- Gain insight into a 'customer-centric event design' that drives higher attendance and creates a profitable event by switching the focus from 'us' to the customer. (i.e.: "Flip the Selfie").
- Apply the 'customer-centric event design' to an upcoming event through a small-group brainstorming discussion and crowd source "Best Customer-Service" practices together.
- Learn how to leverage your local community to augment the customer experience.

Changing the Tide and Adding More Money to Your Bottom Line in the New World

Brent Barootes, Partnership Group - Sponsorship Specialists

Since COVID the landscape for conventions, meetings and events has changed. This is not news... it is a reality. Now is the time to Create the Vibe and Change the Tide for success. With all the changes in the sector, your incremental need for diversified revenue channels and financial stability have become tantamount. What does your strategic planning around fiscal responsibility and revenue generation look like and how are you marketing those events to maximize revenue opportunities? This interactive session will Create the Vibe and Change the Tide around the changing landscape of sponsorship marketing, sales leadership process and the trends and topics that are critical to understand and implement to maximize revenue opportunities with major convention events.

Learning Objectives:

- Understanding the changed landscape of convention sponsorship and revenue generation to maximize profits.
- Take away tools around leadership sales process and the potential buckets of financial access there now is in the marketplace.
- Ideation on partner prospecting, discovery sessions and activations to maximize financial stability and revenue generation.

J-E-D-I-A: What's Food & Beverage Got to do With it?

Tracy Stuckrath, Thrive! Meetings & Events

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Elissa Gurman, PhD, MacPhie

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Learning Objective:

- Participants will build their confidence, knowledge, and sensitivity around inclusive language, so they can more respectfully speak and write about difference.

3:30pm – 4:00pm	Connection Break <i>Sponsored by Tourisme Montréal</i>	Foyer
4:00pm – 5:30pm	Closing Session	SJTCC Great Hall



James Mullinger
British Comedian
Sponsored by Envision Saint John
Anything is Possible

A hugely inspiring, uplifting, and hilarious motivational keynote speech from the award-winning British writer, speaker, comedian about celebrating where you live and how adjusting your perceptions will drastically improve the way we all live, work and play. Whether you are a chairperson or CEO, in government, private practice or an independent business owner, James’ hilarious and profound insights in to dealing with people, embracing where you live and how you view the world will improve your life professionally as well as personally. James will teach delegates how to apply his unique outlook to increase productivity, bring about balance, improve self care and, above all, provide powerful resilience to unpredictability in the workplace, the home and in the world at large.

Learning Objectives:

- Recognizing that you are not restricted by geography.
- Understanding body language and how overconfidence can kill a deal.
- Self-awareness and the connection to your environment.
- Learning the primary driver of your success is you and those around you.

7:00 pm – Late	Closing Reception and Dinner <i>Sponsored by Port Saint John</i>	Marco Polo Cruise Terminal
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Take in the stunning panoramic views of the Bay of Fundy at the **Marco Polo Cruise Terminal** and Saint John’s newest waterfront experience, the **Area 506 Waterfront Container Village**. We’ll create the perfect vibe to change the tide with an evening of local live music, dancing and entertainment, unique tastes of the Saint John Region, and plenty of surprises along the way!