



Schedule at a Glance

All educational sessions will take place at the Saint John Trade & Convention Centre
(Subject to change without notice)

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	Lobby
2:00pm - 3:30pm	City on Fire Movie Screening	Montagu III
3:30pm – 4:00pm	Meet & Greet with the PCMA Canada East Board for First Timers and New Members <i>Sponsored by EventMobi</i>	King's County (Hilton Saint John)
4:30pm – 6:30pm	Opening Ceremonies/Plenary Solange Tuyishime Keita – Love & Well-Being <i>Sponsored by: National Speakers Bureau</i> <i>Master of Ceremonies: Marshall Button</i> <i>Sponsored by Envision Saint John</i>	Marco Polo
6:30pm – 9:00pm	Welcome Reception <i>Sponsored by Explore New Brunswick</i>	Saint John City Market

Monday, November 20th

Conference Daily Host – Metro Toronto Convention Centre

Timing	Event	Location
7:00am - 7:30am	Foundation Fun Run/Walk	Hilton Saint John Lobby
8:00am – 4:30pm	Registration & Information	Lobby
8:00am – 8:45am	Connection Breakfast <i>Sponsored by: Tourism Outaouais</i>	Loyalist/Foyer
9:00am – 10:30am	Morning Plenary Daniel Lewis - E.I.E.I.O.: The Elevated Experience <i>Sponsored by: TA Speakers Management</i>	Marco Polo
10:30am – 11:00am	Connection Break <i>Sponsored by: Shaw Centre</i>	Loyalist/Foyer
11:00am – 12:00pm	Concurrent Sessions – Segment 1	
	Create a Ripple Effect with Event Social Impact Strategies	Montagu III
	Our Worth: Conversations Around Recognizing Our Value in Meetings	Montagu II
	J-E-D-I-A: What's Food & Beverage Got to do With it?	Montagu I
	Ask Me Anything: Planners on Stage	Spencer III
12:15pm – 2:15pm	Awards Lunch and Canada East Chapter AGM <i>Sponsored by: Tourism Mississauga</i>	Marco Polo
2:30pm – 3:30pm	Concurrent Sessions – Segment 2	
	Incorporating Indigenous Content in a Meaningful Way	Montagu I
	Clients Are NOT Your Priority! How to Truly Become a Hero in The Event Industry	Montagu III
	Ask Me Anything: Suppliers on Stage	Spencer III
	The Wicked Power Shift: Put Your Values to Work & Harness the Power of Your Audience	Montagu II
3:30pm - 4:00pm	Connection Break	Loyalist/Foyer
4:00pm – 5:00pm	Concurrent Sessions – Segment 3	
	Content Designed to Engage	Montagu III
	Bidding To Be Your Best	Montagu I
	Why You Shouldn't Be Afraid of the "S" Word	Spencer III
Evening	Free Night - Open for Supplier-hosted events	



Schedule at a Glance

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Tuesday, November 21st

Conference Daily Host – Marriott International, Inc.

Timing	Event	
8:00am – 6:00pm	Registration & Information	Lobby
8:00am – 8:45am	Networking Breakfast <i>Sponsored by Tourism Richmond</i>	Loyalist/Foyer
9:00am – 10:30am	Morning Plenary Ron Tite - NOW WHAT? Prioritizing Personal and Organizational Growth to Go From Recovery to Reinvention <i>Sponsored by: Speakers Spotlight</i>	Marco Polo
10:30am – 11:00am	Connection Break <i>Sponsored by: Montréal Business Events</i>	Loyalist/Foyer
11:00am – 12:00pm	Concurrent Sessions – Segment 4	
	WTF, ChatGPT?	Montagu II
	Words Matter: Inclusive Language	Montagu I
	6 Truths of Event Design	Montagu III
	Cruise Tourism: Lessons in Partnerships, Collaboration & Creating The WOW!	Spencer III
12:15pm – 2:15pm	Connection Lunch with LIVE Auction <i>Sponsored by: Discover Saskatoon</i>	Marco Polo
2:30pm – 3:30pm	Concurrent Sessions – Segment 5	
	Flip the Selfie - Event Growth Through Customer-Centric Event Design	Montagu II
	Changing the Tide and Adding More Money to Your Bottom Line in the New World	Montagu III
	J-E-D-I-A: What's Food & Beverage Got to do with it?	Spencer III
	Words Matter: Inclusive Language	Montagu I
3:30pm - 4:00pm	Connection Break <i>Sponsored by: Montréal Business Events</i>	Loyalist/Foyer
4:00pm – 5:30pm	Closing Plenary James Mullinger - Anything is Possible <i>Sponsored by: Envision Saint John</i>	Marco Polo
7:00pm – late	Closing Reception <i>Sponsored by Area506 Waterfront Container Village</i>	Marco Polo Cruise Terminal