

CIC24 Full Program

(Program as of June 12 and subject to change without notice)
All education sessions will take place at TCU Place

Sunday, November 24th

Timing	Event	Location
9:30am – 11:00am	Site Visits as arranged by Discover Saskatoon	Various
10:00am – 6:30pm	Registration & Information	TCU Place Lobby
11:00am – 1:00pm	Pay to Play Tours: Black Fox Farm & Distillery	Black Fox Farm & Distillery
2:00pm - 3:00pm	Meet & Greet with the PCMA Canada East Board for First Timers and New Members <i>Sponsored by: Québec City Business Destination</i>	Regal AB
	 <p>Opening Ceremonies Masters of Ceremonies: Shauna Foster <i>Host of C95'S The Rob & Shauna Show</i></p>	
4:00pm – 6:30pm	 <p>Andrew McDonald <i>Wanuskewin Heritage Park</i></p>	Salon ABCE
	 <p>Ryan Straschnitzki <i>Humbolt Broncos Survivor, Mental Health & Disability Advocate, Storyteller</i> <i>Sponsored by Speakers Bureau of Canada</i> Mindset - Finding Your Path of Resiliency and Perseverance</p> <p>Ryan Straschnitzki's story is a symbol of courage and resilience, overcoming life-altering injuries sustained in a devastating accident while playing for the Humboldt Broncos. His recovery process led him to para-ice hockey, highlighting his determination and unbreakable spirit. Beyond his personal achievements, Ryan's passion extends to empowering others through the STRAZ STRONG initiative, advocating for both mental and physical disabilities. He actively promotes adaptive sports and strives for greater accessibility in communities, working with rehabilitation centers, schools, and non-profits to foster inclusivity and support.</p> <p>In the professional speaking world, Ryan is recognized for his compelling insights on disability awareness, accessibility, and the human ability to triumph over adversity. His authenticity resonates with diverse audiences, including businesses, educational institutions, and community groups. Through hands-on engagement and partnerships, he transforms lives and bridges gaps in understanding and empathy. Ryan's words and actions echo far beyond the stage, serving as a constant reminder that determination, positive thinking, and compassionate advocacy can create meaningful change. His influence continues to inspire greatness and make a lasting difference for those who face similar challenges to create safe and accessible places. Ryan embodies the power of a positive mindset, to manage in control and out of control circumstances in order to be effective in the face adversity, change and personal or organizational challenges.</p>	
7:00pm – 9:00pm	Welcome Reception <i>Sponsored by Delta Bessborough and Delta Saskatoon</i>	Delta Bessborough

Monday, November 25th Conference Daily Host – Explore Edmonton

Timing	Event	Location
8:00am – 4:30pm	Registration & Information	TCU Place Lobby
8:00am – 8:45am	Connection Breakfast <i>Sponsored by: Tourisme Outaouais</i>	Salon ABCE
9:00am – 10:30am	Morning Plenary	Salon ABCE



Kendal Netmaker

Award-Winning Entrepreneur, Author, and Indigenous Speaker

Sponsored by Speaker's Spotlight

Indigenous Innovations

Learn with Kendal as he discusses first rate innovations in the Indigenous community, and how you can build bridges between communities.

From Sweetgrass First Nation, Netmaker and his siblings were raised by their single mother. Life wasn't easy growing up on the reserve surrounded by poverty and few opportunities, but one moment changed his life forever. In grade five, he and his best friend shared a love of sports, but his family couldn't afford extracurricular activities. So, his friend's family stepped in. They paid the fees and drove him to his games and practices. It wasn't until he was older that Netmaker understood exactly what this family did for him, and how different his life would have been without them. It's this that has motivated him throughout his life and drives him still to this day.

Today, Netmaker is a leading entrepreneur whose passion to succeed is contagious. He is the founder of Neechie Gear, a lifestyle apparel brand that gives back a percentage of their profits to help underprivileged youth take part in sports. Netmaker has won over 25 business awards, including being named one of Canada's "Top 40 Under 40" and being runner-up at the YBI Global Entrepreneur of the Year. He is also the author of Driven to Succeed: From Poverty to Podium.

10:30am – 11:00am	Connection Break <i>Sponsored by Tourism Calgary</i>	Salon ABCE
11:00am – 12:00pm	Concurrent Sessions – Segment 1	Gallery ABCD

Bridging the AI Gap: How #Eventprofs Should be Leveraging AI

Anh Nguyen, Spark Event Collective

By now, we all know that AI has crashed the party and we are starting to see the impacts of AI on the event planning industry. Using AI to speed up administrative tasks, leveraging generative AI to augment photographs, and tapping into AI to compile and analyze data are just a few of the ways that #eventprofs are getting more efficient.

From the first fully AI planned event, to emerging technologies that promise to streamline planning or augment engagement, any event professional who wants to stay competitive needs to not only use AI, but understand its implications on every facet of event planning. But where do you start? what are the important tools? and how do you work with AI to make you more effective before it makes you redundant?

Join Anh Nguyen, a seasoned event professional who is living the same AI rollercoaster as you, as she demystifies the jargon and complexity around AI from the perspective of an event planner. You'll walk away with an understanding of the basics of generative AI, a list of use cases where you can start using AI immediately in your jobs, and a set of tools that you can start experimenting with right away.

Learning Objectives:

- Develop a basic, fundamental understanding of large language models, AI, and evolution of AI technology.
- Develop a mindset that allows attendees to get feel comfortable experimenting with new technology.
- Provide 5-7 examples of AI tech that can be used by #eventprofs.

Cultivating Connection: Enhancing Wellness Through Saskatoon's Local Food Landscapes (PANEL)

Moderated by Jenn Sharp, *Dopamine Wellness*

Panelists: Chef Christie Peters, *Primal Restaurant & Pop Wine Bar* / Barb Stefanyshyn-Cote, *Black Fox Farm & Distillery* / Robyn Ralph, *Kinsmen Glory Farms*

Discover the power of local food systems in transforming business event experiences at our panel session. This panel will explore how embracing local food systems not only supports economic prosperity in Saskatoon but also enhances wellness and mental health through profound connections to the land and its producers.

Hosted by Jenn Sharp, acclaimed author and the host of the award-winning series "Flat Out Food," this session kicks off with Jenn sharing her extensive travels across Saskatchewan. She'll recount her interactions with local food producers and how these experiences, depicted in her book "Flat Out Delicious," bridge the gap between local culture and culinary innovation.

Following Jenn, Chef Christie Peters, an internationally renowned chef and owner of Primal and POP Wine Bar, will discuss her journey from modeling to mastering the culinary arts with a deep commitment to sustainability. She'll share insights into her philosophy of utilizing whole animals and local produce, bringing her global experiences to enrich the local food scene.

Barb Stefanyshyn-Cote, co-owner of Black Fox Farm and Distillery, will delve into how their on-farm distillery is crafting spirits that reflect the unique terroir of the Canadian prairies. By transforming their farming heritage into an innovative distillery, Barb exemplifies how agricultural practices can evolve into sophisticated, consumer-focused products.

Finally, we'll hear from Robyn Ralph, co-owner of the Saskatoon-based market garden Kinsmen Glory Farms, which supplies several top local restaurants with sustainable, ecological, and ethical food. Robyn will explain how locally sourced food deepens connections in communities, and emphasize how important these food systems are to the unique landscapes of Canadian cities.

Together, these formidable women embody the session's theme, demonstrating how local food systems are about creating stories, fostering wellness and building a community around food. Join us to explore how these local leaders use their unique roles as storytellers to enhance overall wellness while enriching the experience of business events.

Learning Objectives:

- Understand the Role of Local Food Systems in Promoting Wellness and Economic Prosperity: Participants will learn how Saskatoon's local food producers and culinary innovators contribute to community health and economic stability, emphasizing the importance of sustainable agricultural practices.
- Explore the Impact of Storytelling in Food and Beverage Experiences: Attendees will gain insights into how storytelling through food, from farm to table, enhances the culinary experience, fosters deeper connections, and educates consumers about the origin and impact of their food choices and how to include these connections in business events.
- Identify Strategies for Integrating Sustainable Practices in Event Design: This objective will equip participants with practical strategies to incorporate sustainability into event planning, focusing on local sourcing, waste reduction, and promoting wellness through food choices, ultimately aiming to create more engaging and impactful events.

New Era Consultative Selling

Nowshad (Shad) Ali, *On Purpose Leadership Inc.*

This session will take a different approach to the consultative Selling process. We will explore together and help attendees identify the markets with real growth potential, identify the emotional hooks for their primary and secondary customers and clients and how to use this information to build stronger relations through the consultative selling process. we will even do a couple of role plays to try techniques on for size, so come prepared to play!

Learning Objectives:

- Identify primary and secondary - products and services, markets and customers.
- Identify primary drivers for growth (new markets, new products/services, higher prices, new customers, deeper market penetration, increased revenue per customer, new uses for products/services).
- Key growth Opportunities and how to exploit Customer Emotional Connection and The Process of Consultative Selling.

Building Bridges on the Modern Sponsorship Landscape

Brent Barootes, *Partnership Group - Sponsorship Specialists*

The whole world has changed in the last five years. Changed exponentially. From daily personal lives to working lives and to conventions and the expectations of these events. And the sponsorship landscape had changed dramatically as well. The wooden covered bridges of the past have morphed to technological bridges of the future.

If you seek sponsorship revenues for your conventions or are a sponsor yourself as a supplier, destination or property, you need to be able to navigate the crossing of today's sponsorship bridges.

This interactive and engaging session will help you to understand the landscape and terrain of today's sponsorship world so that you can build the right bridges, with the right partners for the right dollar amounts. Everything from rights fees versus activation ratios have shifted; prospects and new sponsor sectors and categories have opened up while others have had budgets slashed and technology... everything from QR codes to gaming apps have shifted the ground under the old bridge foundations.

Come and learn how to build new bridges for financial success through the understanding of the sponsorship landscape today.

Learning Objectives:

- Understanding what the new sponsorship landscape looks like today.
- How to navigate the new sponsorship landscape for maximum ROI.
- Case study learning opportunities that can be applied to those at the PCMA conference.



12:15pm – 2:00pm	Awards Lunch and Canada East AGM	Salon ABCE
2:00pm – 2:45pm	Shuttles to Wanuskewin	Wanuskewin
3:00pm – 5:00pm	Segment 2 - Afternoon Sessions at Wanuskewin	TCU Place Lobby

Indigenous Open

Lyndon Linklater, Wanuskewin

Join us as Lyndon Linklater brings Indigenous greetings to kick off the afternoon at Wanuskewin!

The Magic of Wanuskewin

Dr. Ernest Walker, Wanuskewin

Listen in as Dr. Walker takes you through what makes Wanuskewin special. The story of Wanuskewin is about the restoration of grasslands, the return of the bison, and the resurgence of Indigenous Plains culture. Our community came together to tell this story more than 40 years ago. However, this is not just a local story, or even a national one—it’s a story of international importance. This is the hope and promise of Wanuskewin.

Indigenous Teachings from the Staff at Wanuskewin

Various, Wanuskewin Staff

Listen and Learn as the team at Wanuskewin walks you through the following Indigenous topics, for 5 minutes each:

- Traditional Welcome Ceremony: The importance of starting the event with a traditional Indigenous welcome ceremony, such as a smudging ceremony. Why we smudge, etc.
- Traditional Foods and Catering: The how and the why that our Indigenous chefs and incorporate traditional Indigenous foods into the event menu.
- Cultural Workshops: Why should you Arrange for workshops or presentations on various aspects of Indigenous culture, the meaning behind traditional regalia like ribbon skirts, and the importance of sacred symbols.
- Indigenous Performances: Why you should include traditional Indigenous performances, such as dance, drumming, or storytelling, as part of an event's entertainment.

4:00pm – 5:00pm	Walk with a Purpose	Wanuskewin
4:30pm – 5:00pm	Art Gallery/Exhibit Free Time	Wanuskewin
4:45pm – 5:45pm	Shuttles back to Conference Hotels	Wanuskewin Lobby
Evening	Free Night – Open for Supplier-hosted events	

Tuesday, November 26th *Conference Daily Host – Marriott International, Inc.*

Timing	Event	Location
8:00am – 6:00pm	Registration & Information	TCU Place Lobby
8:00am – 8:45am	Connection Breakfast <i>Sponsored by Metro Toronto Convention Centre</i>	Salon ABCE
9:00am – 10:30am	Morning Plenary	Salon ABCE

Ask Me Anything: Food & Beverage Edition (PANEL)

Moderated by Jeffrey Fehr, Destination Canada

Panelists: Matthew Blackburn, Rogers Centre Ottawa / Julia McDevitt, CMP, Elm City Events / Ted Robinson, Tourism Kingston / Krista Sidhu, Inn at Laurel Point

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, this time with a twist – we will primarily be focusing on issues within the Food & Beverage sector! 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.



10:30am – 11:00am	Connection Break <i>Sponsored by Tourisme Outaouais</i>	Salon ABCE
11:00am – 12:00pm	Concurrent Sessions – Segment 3	Gallery ABCD

Building Bridges Through Innovation for Audience Accessibility and Engagement

Chris Baron, Encore

Calling all innovators! This presentation will be led by Senior Director of Innovation at Encore: Christopher Baron, utilizing the latest in immersive technology: Apple Vision Pro, will demonstrate strategies for engaging audiences and enhancing accessibility at events. Accessible technology plays a pivotal role in creating inclusive and memorable experiences for attendees.

By leveraging innovative solutions, event organizers can build bridges that ensure all participants—regardless of their abilities—can engage with event content. Key take-aways from this presentation will be deployable solutions for empowering accessibility and engagement today, and into the future.

Learning Objectives:

- **Captioning Technology:** Audience will learn about how captioning technology ensures that event content is accessible to attendees with hearing impairments and how to implement this solution in events seamlessly today and what it may look like in the future.
- **Event Apps and Alternate use-cases:** Event apps enhance attendee experience by providing personalized information and features. Thoughtfully addressing dietary restrictions is crucial for ensuring all attendees can enjoy meals regardless of allergies, diets or personal choices. Participants in this session will learn from real world implementations, innovative best practices for sharing dietary information with attendees.
- **Augmented Reality (AR) and Presentation Solutions:** AR enhances engagement and interactivity during presentations. Session participants will learn new exciting ways to deliver and visualize content in presentations on stage, and in the hands of the audience.

Bridging Paths: Discover Saskatoon's Journey Toward Reconciliation in Business Events

Steph Clovechok, Discover Saskatoon

Join us for a pivotal session led by the CEO of Discover Saskatoon, highlighting the transformative partnership with the Saskatoon Tribal Council and the imperative to align with the Truth and Reconciliation Commission's Calls to Action. This presentation will focus on how business event planners and suppliers can lead with truth to foster reconciliation. Our speaker will discuss Discover Saskatoon's strategic initiatives to incorporate indigenous perspectives and truths into event planning and execution. By sharing impactful stories and insights, the session will underline the importance of creating deep, respectful partnerships that enhance event experiences and actively contribute to the reconciliation process. Attendees will explore actionable strategies for engaging authentically with indigenous communities, ensuring their stories and traditions are central to every event in Saskatoon.

This session is designed to equip attendees with the knowledge and inspiration needed to integrate truth and reconciliation into their event planning processes, positioning Saskatoon as a leader in ethical tourism and event hosting.

Transformative Impact of AI on the Service and Experience Industry

Juliano Lissoni, MCI Canada

This session dives into how AI is shaking things up in the service and experience industry, focusing on how people can use it to level up their work. We'll kick things off by looking at how technology has always changed the way we do our jobs. We'll then dig into creativity and how AI is adding to that mix. Think of how people have been making music or creating art for centuries—first with instruments and paintbrushes, and now with digital tools like the ones used by Refik Anadol. The point here is that AI isn't replacing human creativity; it's giving it a boost, letting us focus on the bigger picture and push our ideas further.

We'll also break down the different parts of the AI movement, like automation, data, cognitive advancements, and the big questions around ethics. These aren't just techy buzzwords; they're the things that are shaping how we work and how society evolves.

For professionals in the service industry or anyone crafting experiences, we'll chat about what all these changes mean for you. We'll get into how AI can reshape roles, make service delivery smoother, and connect with customers in new ways. The idea is to show how AI isn't just some futuristic concept—it's a practical tool you can use to spark new ideas and do more creative work.

By the end, we'll look at how AI gives both individuals and businesses a new kind of power to make smarter decisions, think bigger, and open up new opportunities.

Learning Objectives:

- Discover how AI can be used to amplify human creativity and strategic thinking in the service and experience industry.
 - Get a clear picture of AI's different areas like automation, data-driven insights, and how they're changing the work landscape.
 - 3. Learn how to use AI to improve customer experiences, streamline services, and drive innovation.
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Trust, Safety and Human sustainability

Janice Cardinale, *Event Minds Matter (empowered by Club Ichi)*

Are we prioritizing people or profits? What do you think?

Trust, Safety and Human Sustainability play an important role in the future of the event industry ecosystem. As younger generations enter the industry, they are not looking to repeat the behaviors of the elder generation. How do we attract young talent and keep them thriving. Janice Cardinale has spent nearly 3 years looking, researching, speaking to the masses about how they feel about their workplaces and what changes they want to see. It's time for the elders to step down and allow young new leadership to create a foundation that will enhance our industry by prioritizing the human capital that works everyday to support organizations across all borders. Together we must find solutions today that enable our industry to thrive and move forward. We need leadership change and we should be invited to the table where a very few are making decisions for us even if we don't believe that it is good for the industry. Let's talk about this honestly and transparently. Janice would like to hear your stories, your experience and whether you think that health and safety training should be mandated for new people entering the industry.

Takeaways:

- Awareness and advocacy for human capital.
- Learn what matters to the next generation.
- How to restore the trust in our workplaces organically.

12:15pm – 2:15pm	Connection Lunch with LIVE Auction with Nick Burden, Laugh Lounge <i>Sponsored by Visit Mississauga</i>	Salon ABCE
2:30pm – 3:30pm	Concurrent Sessions – Segment 4	Gallery ABCD

Next-Gen Events: Out of the Box AI Implementation

Landon Logie, *Landon Logie Events*

In this 60-minute presentation, we'll explore the transformative impact of AI on tourism operations within the dynamic realm of the events sector, focusing on user-friendly platforms. We'll delve into how these AI tools seamlessly integrate into event operations and promotions, enhancing efficiency and productivity. I'll walk you through five simple and cost-effective tools, including AI-driven graphic design, copywriting, social-media management, and pitch-deck creation (in seconds!), all of which I personally use to streamline my administrative tasks.

Learning Objectives:

- Attendees will gain an understanding of how AI tools seamlessly integrate into event operations, enabling them to identify opportunities for implementing AI-driven solutions to enhance their own event management processes.
- Outside-the-box applications of AI - specifically AI language models - that are especially relevant to event producers. For example, using ChatGPT to analyze post-event survey results and summarize its findings.
- By the end of the session, attendees will be equipped with knowledge of five simple and cost-effective AI tools including the onboarding process of each, empowering them to leverage these tools to work more efficiently and effectively in their event planning endeavors.

Placemaking and Partnerships: Transforming Events Through Local Stories and Space (PANEL)

Moderated by: *Carrie Catherine, Reconciliation Saskatoon*

Panelists: *Andrea Lafond, Meewasin Valley / Tammy Sweeney TCU Place*

Join us for a transformative exploration of destination placemaking with Carrie Catherine at the helm. This session dives into how strategic partnerships within a destination can enhance event experiences by deeply connecting delegates to the local environment and its stories. Carrie, a seasoned placemaker and community builder, will lead a panel featuring Darlene Brander of Wanuskewin Heritage Park, Andrea Lafond of Meewasin Valley Authority, and Tammy Sweeney of TCU Place. Together, they will discuss the critical role of collaboration in fostering meaningful connections and creating memorable, impactful events.

Starting with Carrie's extensive experience in fostering equity and inclusion through community-driven projects, the panel will explore major initiatives led by each speaker. Darlene Brander is spearheading Wanuskewin's bid for UNESCO World Heritage designation, highlighting the historical and cultural significance of the site. Andrea Lafond is at the forefront of achieving a National Urban Park designation for Meewasin Valley, emphasizing conservation and public engagement. Tammy Sweeney is championing a new Convention Centre and a vibrant Downtown Entertainment District, focusing on revitalizing Saskatoon's urban core.

Learning Objectives:

- Understand the Role of Major Initiatives in Destination Placemaking: Attendees will learn how significant projects like UNESCO World Heritage bids, National Urban Park designations, and the development of new urban centers contribute to the transformation and enrichment of destinations.
- Explore the Impact of Local Partnerships in Event Experiences: Participants will gain insights into how collaboration with local leaders and stakeholders can elevate event planning, create deeper connections to the destination, and enhance attendee engagement.
- Apply Placemaking Principles to Event Design: This objective will equip attendees with practical strategies to incorporate placemaking concepts into their event designs, ensuring that events are immersive, culturally rich, and reflective of the local community and environment.

Killer Content - The Secrets to Creating Event Content that Attracts, Engages and Enthral Audiences

Jason Thomson, *SUGR: SpeakUp Get Results*

From attention spans to retention, conference audiences are changing - which means the need for better, smarter, and more meaningful content.

Join event Content Supernova Jason Thomson for a deep dive look at the next generation pre-event, interstitial, public space, and post-event content that is changing the conference landscape. Explore what's happening at some of the world's best conferences and get loads (and loads) of tips on elevating everything from influencers and Podcasts to emails and on-stage panels.

Learning Objectives:

- How to build better content - from strategy through execution.
- New, novel, and trendsetting ideas.
- How to attract more attendees and leave them with a better experience.

How to Build Bridges at your Next Event: Choosing Your Best Fit Keynote Speaker

Tami Adams, *TA Speakers Management*

In this session Tami Adams, Founder & Speaker Strategist for TA Speakers Management will share insights from over a decade of experience in meeting planning and working with professional speakers. This talk will highlight the crucial role of keynote speakers in setting the tone, engaging audiences, and aligning with event objectives. We'll explore how to understand your audience's needs, select the right speaker, and evaluate their credibility and delivery style. Through case studies, we'll see how effective keynote speeches can reinforce event themes and foster strong connections while also making your event THE event to attend. Finally, Tami will provide key takeaways to help you apply these strategies to your own events, building stronger connections among attendees and changing the world, one speech experience at a time!

Learning Objectives:

- Understand the pivotal role of keynote speakers in event success, including their ability to set the tone, engage audiences, and reinforce event themes.
- Gain insights into the criteria for evaluating keynote speakers, including credibility, expertise, relevance, and delivery style.
- Examine case studies and examples of successful keynote speaker selections that effectively reinforced event themes and enhanced attendee experience beyond just the Keynote.

3:30pm – 4:00pm	Connection Break	Sid Buckworld Theatre
4:00pm – 5:15pm	Closing Session	Salon ABCD



Brandi Leifso,
Award-Winning Social Impact Entrepreneur: The Power of Choice
Sponsored by TA Speaker Management
From Shelter to CEO: Building Bridges to Rising Above Adversity

Join Brandi Leifso as she shares her extraordinary journey from a domestic abuse shelter to becoming a successful CEO. Learn how resilience and determination can turn life's toughest challenges into opportunities for success. This keynote offers actionable strategies and personal insights to help you overcome obstacles, build resilience, and achieve your goals in both personal and professional life.

Key Takeaways:

- **Harnessing Resilience:** Learn practical techniques to develop resilience and stay determined in the face of adversity, enabling you to transform obstacles into opportunities for growth.
- **Turning Challenges into Success:** Discover how to leverage challenges as stepping stones to success, using real-life examples and strategies to inspire and guide your own journey.
- **Building a Roadmap for Success:** Gain insights into creating a clear and actionable plan for achieving personal and professional success, drawing from Brandi's experiences and proven methods.

7:00 pm – Late	Closing Reception and Dinner <i>Sponsored by Discover Saskatoon</i>	Rimai Modern
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