



# Schedule at a Glance

All educational sessions will take place at TCU Place except Monday afternoon –  
to take place at Wanuskewin

## Sunday, November 24<sup>th</sup>

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
4:00pm – 6:30pm	Opening Ceremonies/Plenary: Mindset - Finding Your Path of Resiliency and Perseverance <i>Sponsored by: Speakers Bureau of Canada</i>	Salon ABCE
	<i>Master of Ceremonies: <b>Shauna Foster and Andrew McDonald</b></i>	Salon ABCE
7:00pm – 9:00pm	Welcome Reception <i>Sponsored by Delta Bessborough and Delta Saskatoon</i>	Delta Bessborough

## Monday, November 25<sup>th</sup>

*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: Indigenous Innovations with Kendal Netmaker <i>Sponsored by: Speakers' Spotlight</i>	Salon ABCE
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	Gallery A
	Cultivating Connection: Enhancing Well-Being Through Saskatoon's Local Food Landscapes	Gallery B
	New Era Consultative Selling	Gallery C
	Building Bridges on the Modern Sponsorship Landscape	Gallery D
12:15pm – 2:00pm	Awards Lunch and Canada East Chapter AGM <i>Sponsored by: TBD</i>	Salon ABCE
2:00pm – 2:45pm	Shuttles to Wanuskewin	
3:00pm – 5:00pm	Afternoon Sessions at Wanuskewin - Segment 2	Wanuskewin
3:00pm – 3:30pm	Open with Lyndon Linklater, Knowledge Keeper	Wanuskewin
3:30pm – 4:00pm	Dr Walker, Magic of Wanuskewin	Wanuskewin
4:00pm – 4:30pm	Indigenous talks: Welcome Ceremony, Foods & Catering, Cultural Workshops, Indigenous Performances	Wanuskewin
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 TCU Place	Wanuskewin Lobby
Evening	Free Night - Open for Supplier-hosted events	



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## Tuesday, November 26<sup>th</sup>

Conference Daily Host – Marriott International, Inc.

Timing	Event	
8:00am – 6:00pm	Registration & Information	TCU Place Lobby
8:00am – 8:45am	Networking Breakfast <i>Sponsored by Metro Toronto Convention Centre</i>	Salon ABCE
9:00am – 10:30am	Morning Plenary: Ask Me Anything – Food & Beverage Edition	Salon ABCE
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	Gallery A
	Bridging Paths: Discover Saskatoon's Journey Toward Reconciliation in Business Events	Gallery B
	Trust, Safety and Human Sustainability	Gallery C
	Transformative Impact of AI on the Service and Experience Industry	Gallery C
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	
	Next-Gen Events: Out of the Box AI Implementation	Gallery A
	Placemaking and Partnerships: Transforming Events Through Local Stories and Space <b>(PANEL)</b>	Gallery B
	How to Build Bridges at your Next Event: Choosing Your Best Fit Keynote Speaker	Gallery D
	Killer Content - The secrets to creating event content that attracts, engages and enthral audiences	Gallery D
3:30pm - 4:00pm	Connection Break	Sid Buckworld Theatre
4:00pm – 5:15pm	Closing Plenary: From Shelter to CEO - Building Bridges, Overcoming Challenges & Creating A Life of Purpose, Achievement & Positive Impact! <i>Sponsored by: TA Speakers Management</i>	Salon ABCE
7:00pm – late	Closing Reception <i>Sponsored by Discover Saskatoon</i>	Remai Modern