

Sunday, November 17th

Timing	Event
10:00am – 1:00pm	Site Inspections and Destination Sites <i>(progressive lunch to be served)</i>
11:00am – 6:00pm	Registration & Information
11:00am – 3:00pm	Come and make a soup for the Moisson Quebec - Food bank! <i>(upon check in – all welcome)</i>
1:30pm – 3:00pm	Pre-Conference Workshop <i>(advanced registration required, limited availability)</i>
3:00pm – 4:00pm	First Time & New Members Meet and Greet
4:30pm – 6:00pm	Opening Ceremonies Peter Katz <i>Sponsored by Speakers' Spotlight</i> <i>The Impact of Staying In It</i>
	<i>Master of Ceremonies: Anthony Horng</i> <i>Sponsored by Eklosion - Animation professionnelle</i>
6:00pm – 9:00pm	Welcome Reception <i>Sponsored by Hilton Québec</i>

Monday, November 18th

Timing	Event
8:00am – 5:00pm	Registration & Information
8:00am – 8:45am	Networking Breakfast
9:00am – 10:30am	Morning Plenary Mark Bowden <i>Sponsored by Speakers' Spotlight</i> <i>Winning Body Language to Stand Out, Win Trust and Gain Credibility</i>
10:30am – 11:00am	Networking Break
11:00am – 12:00pm	Concurrent Sessions – Segment 1
	Using Your Body Language to Present, Negotiate, and Close the Deal <i>with Mark Bowden</i>
	Flourishing - Positive Psychology at Work and Home
	Elevating Events with Experiential Marketing
	Stand by! The importance of a strong stage team
	Conferences Are Pivotal to Organizations - Are You Maximizing Yours?
12:15pm – 2:00pm	Awards Lunch and Canada East Chapter AGM <i>Sponsored by Cities in Sync</i>
2:15pm – 3:15pm	Concurrent Sessions – Segment 2
	Risk Assessment - Find where you have holes in your contract
	Outside of our control - How Politics and Community Issues Affect Our Meetings
	Behind the Scenes: Deep dive into this year's design and theme
	Empathy's Magic Power - Tap into Empathy to Create Engaging Meetings and Events
	3 Digital Marketing Trends Meeting & Event Professionals just cannot ignore.
3:15pm – 3:45pm	Networking Break
3:45pm – 5:00pm	Panel Plenary: <i>Learn the keys to success from local business leaders</i>
5:30pm – 6:15pm	Foundation Fun Run <i>(led by Regis Fleury)</i>
Evening	Free Night - Open for Supplier-hosted events

Tuesday, November 19th *Conference Host for Tuesday November 19th Marriott International, Inc.*

Timing	Event
8:00am – 5:00pm	Registration & Information
8:00am – 8:45am	Networking Breakfast
9:00am – 10:30am	Morning Plenary
	Farah Khan <i>Sponsored by National Speakers Bureau</i> <i>Social Change, Cultivating Brave Spaces</i>
	Frank Warren <i>Sponsored by Freeman Audio Visual Canada</i> <i>Post Secret: Turning Walls Into Bridges</i>
10:30am – 11:00am	Networking Break
11:00am – 12:00pm	Concurrent Sessions – Segment 3
	Moving from Fear to Freedom - YOUR Way!
	Meeting for purpose: generating and measuring the social impacts of events - Part 1
	Social Selling: Buzzword or Best Practice?
	Wait? I can host my own event? – The distinction between working for a client, and working for yourself
	Disrupted or Disruptor
12:15pm – 2:00pm	Networking Lunch with LIVE Auction <i>Sponsored by Edmonton Tourism</i>
2:15pm – 3:15pm	Concurrent Sessions – Segment 4
	Be a Better Boss
	Reimagine Your Marketing - How Meeting Partners Can Attract Business Using Inbound Marketing and Social Media
	Attract & retain attendees with compelling content
	Meeting for purpose: generating and measuring the social impacts of events - Part 2
	Meetings of the Future
3:15pm – 3:45pm	Networking Break
3:45pm – 5:00pm	Closing Session: <i>5 Trends Shaping the Future of Business Events</i> Amy Blackman <i>Sponsored by the PCMA Education Foundation</i>
7:00pm – late	Closing Reception, Dinner and Show <i>Sponsored by Québec City Business Destination / Québec City Convention Centre</i>