



CIC19 Full Program

(Subject to change without notice)

Sunday, November 17th

| Timing | Event |
|-------------------|--|
| 12:00am – 11:59pm | Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Translate Your World International</i> |
| 10:00am – 1:00pm | Site Inspections and Destination Sites <i>(progressive lunch to be served, planners only)</i> |
| 11:00am – 6:00pm | Registration & Information |
| 11:00am – 3:00pm | CIC Gives back locally! Come and make a soup for the Moisson Quebec - Food bank! <i>(upon check in – all welcome)</i> <i>Sponsored by the Metro Toronto Convention Centre</i> |
| 3:00pm – 4:00pm | First Timers & New Members Meet and Greet |
| 4:30pm – 6:30pm | Opening Ceremonies <i>Master of Ceremonies: Anthony Horng</i> <i>Sponsored by Eklosion - Animation professionnelle</i> |



Peter Katz
Sponsored by Speakers' Spotlight
The Impact of Staying in It

Peter Katz has evolved from a nervous first-timer at an open mic night into a JUNO Award, Canadian Screen Award, and two-time Canadian Folk Music Award nominated singer-songwriter with five albums under his belt. He has toured the world for the past decade in support of his music, sharing the stage and studio with legendary musicians. A gifted storyteller, Peter infuses his presentations with songs which inspire audiences to create their own path, overcome obstacles, and find success in whatever they desire.

Peter will urge you to reimagine your potential and to bravely take on your own challenges and in doing so, discover the important lessons and hidden joys that they contain!

Learning Objectives:

- Participants will be reminded that we don't always know the impact that we're having out in the world.
- Participants will walk away feeling more connected to the bigger picture of what it is they're doing.
- Participants will be encouraged to nurture meaningful connection in their lives by connecting to their lifelines.

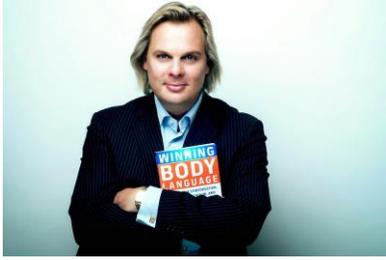
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| 6:30pm – 9:00pm | Welcome Reception <i>Sponsored by Hilton Québec</i> |
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Join us in the Hilton Québec for an exciting Welcome Reception featuring Québec's local products and great entertainment!

Monday, November 18th

| Timing | Event |
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| 12:00am – 11:59pm | Silent Auction Online Portal (Open All Day) <i>Online Portal Sponsored by Translate Your World International</i> |
| 8:00am – 5:00pm | Registration & Information |
| 8:00am – 8:45am | Networking Breakfast |

| Timing | Event |
|------------------|-----------------|
| 9:00am – 10:30am | Morning Plenary |



Mark Bowden
Sponsored by Speakers' Spotlight
Winning Body Language - Stand Out, Win Trust & Gain Credibility Every Time You Speak!

Voted the #1 Body Language Professional in the world, Mark Bowden is passionate about giving people the most influential and persuasive communication techniques to stand out, win trust, and build credibility every time they speak. Inspiring, energetic, engaging, and entirely entertaining, Mark's memorable talks not only educate, but have proven life changing for audiences, helping their businesses grow across all industries and sectors.

Mark's work has proved invaluable to business leaders and teams from Fortune 500 companies, politicians, and prime ministers of G7 powers. His highly acclaimed TEDx talk and YouTube Channel have reached millions of people, and he has presented to many of the coolest and most innovative organizations in the world and is president of the National Communication Coach Association.

With so much competition on the planet, how will you ever stand out, win trust and get what you want and need? In this inspirational keynote presentation, Mark Bowden shows us how to always put our best selves forward using superior communication skills. Learn the body language techniques that inspire and build trust and credibility with those around you every time you speak! Understand how to avoid the common nonverbal pitfalls that could steer you away from building great relationships and reaching your professional potential.

Learning Objectives:

- How to use body language to stand out, build trust and credibility every time you speak.
- How to use nonverbal communication to best build business relationships when pitching, managing teams, and dealing with the complexities of multiple stakeholders.
- How to use body language to manage yourself "in the moment" during difficult conversations to remain calm and assertive and get the best out of the situation.

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|-------------------|---------------------------------|
| 10:30am – 11:00am | Networking Break |
| 11:00am – 12:00pm | Concurrent Sessions – Segment 1 |

Winning Body Language Intensive

Mark Bowden

Sponsored by Speakers' Spotlight

*The Mission
(Room 206A)*

In this workshop, Mark further expands upon his keynote, and gives you tools to confidently convey a powerful presence through his world class communication skills that capitalize on instinctual processes of the brain. By demonstrating his TRUTHPLANE® GesturePlane System™, Mark teaches you the most effective skills to win your listeners over to you and your message. This is a great opportunity to test the techniques introduced in Mark's keynote, and find out exactly how they fit the situations that have the most impact for you.

Flourishing - Positive Psychology at Work and Home

Dan Trommater, *Not Your Ordinary Miracle Worker*

*The Web
(Room 205BC)*

Would you like to be happier at work? Would you like to increase your (and your team's) productivity, and reduce stress at the same time? This interactive session will introduce you to Positive Psychology, the scientific study of what makes life most worth living. Far beyond the idea of 'positive thinking', Positive Psychology is a research-backed science focused on helping people live rewarding lives of meaning and purpose. Through the use of simple tools and exercises, you'll learn to shift your perspective on your work, family, and life. These techniques have been shown to improve both personal and organizational well-being and performance. Positive Psychology practitioner and well-being expert Dan Trommater will guide you through powerful techniques and the science behind what makes them work. As a world-class magician, he'll add a few magical demonstrations that will illustrate the power in these methods. You'll leave with simple, yet effective tools that can literally change your life for the better. Best of all, you'll be able to share these tools with your teams to help create a more positive, resilient, and productive workplace.

Learning Objectives:

- Participants will be able to describe the PERMAV model of Positive Psychology and how it impacts six areas of daily life - Positivity, Engagement, Relationships, Meaning, Achievement and Vitality.
- Participants will be able to utilize Active Constructive Responding to increase the quality of their relationships at work and at home.
- Participants will be able to develop a gratitude practice to increase resiliency, productivity, and wellbeing.

| Timing | Event |
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| | <p>Elevating Events with Experiential Marketing <i>The Riff (Room 202)</i> <i>Erika Borgerson, Inventa</i></p> <p>Experiential marketing (XM) is elevating traditional event programs through immersive experiences and an audience-centric approach to event design. Join Erika Borgerson from Inventa for an informative and fun session that will provide event managers with insight into the world of XM and tools to take their event programs, sponsorship activations and delegate experiences to the next level! The team at Inventa uses this XM superpower to bring event programs to life across the country. From large-scale tours like the CP Canada 150 tour to developing innovative conference experiences for various Government clients, their approach is focused on engaging audiences and elevating their event experience.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Understanding of Experiential Marketing and how it can be applied to event design • Discover opportunities for experiential marketing to enhance your event programs • Leave with tools and resources that you can apply to your next event program |
| | <p>Stand by! The Importance of a Strong Stage Team <i>The Crush (Room 204AB)</i> <i>Amber Cunningham, Freeman Audio Visual Canada</i></p> <p>You've planned a stellar event with great content and entertainment, now it's time to execute the show! Rehearsals, blocking and calling cues – do you have the most effective stage management plan for your event's needs? Learn with Amber as she walks through some of the most important behind the scenes jobs in a staging production from writing a tech script to calling the show. Amber will engage the audience through large group discussion, break out conversations, and sharing stories from their past experiences.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • A better understanding of the difference between a show flow and a tech script • Best practices for writing an effective tech script • Tips and tricks to ensure your show runs flawlessly, and on time |
| | <p>Conferences Are Pivotal to Organizations - Are You Maximizing Yours? <i>The Odyssey (Room 206B)</i> <i>Meagan Rockett, Greenfield Services; Bettyanne Sherrer, ProPlan Conferences & Events; Mark Thompson; McKinley Solutions</i></p> <p>Face-to-Face is still powerful. It forms connections, new ideas, and creates community. That is why we encourage each organization to maximize their events - to both create profits for your organization, but just as importantly, to stand out in your industry as a leader - one who sees the value of connection and want to innovate and create change. Associations who are looking to create change, and are thinking of any (or, all) of the five areas below should implement a thorough event audit: * Looking to determine the "wants" and "needs" of your community (members, prospective members, sponsors/exhibitors, and other potential stakeholders) to ensure that your delivery of a conference remains aligned with their key goals and objectives;* Looking to seek guidance, plans and recommendations from industry experts, as a result of the feedback obtained, on the overall experience and delivery of the Conference, taking into account the other events (and, other industry events) that are planned in your sector; * You are seeking advice on whether taking your conference to the next level in terms of technology and delivery (i.e. in-person vs. virtual vs. hybrid) is appropriate; * How to better market your Conference to prospective participants, and; * How to better market and deliver ROI to prospective sponsors and exhibitors. Our session will dig into these five area(s); what to look for, and what to do with the information you find as a result of the audit.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Discover the five stages of an event audit • Practical advice and best practices to implement in your organization • Learn more about timelines, setting expectations, and what to do with the results |
| 12:15pm – 1:30pm | Awards Lunch <i>Sponsored by Cities in Sync</i> |
| 1:30pm – 2:00pm | Canada East and Canada West Annual General Meetings |

| Timing | Event |
|-----------------|---------------------------------|
| 2:15pm – 3:15pm | Concurrent Sessions – Segment 2 |

Risk Assessment - Find Where You Have Holes in Your Contract

Brenda Howes, The Howes Group

*The Mission
(Room 206A)*

No matter what, holding a conference or event has risks associated with it, on both sides. From the everyday issues, to the it couldn't possibly happen!! Don't be sunk from the holes in your contract and the problems that may arise! In this session we will work together to break down events from the RFP process, all the problems that could be associated and the real-life outcomes. We will brainstorm for issues we had a known response plan for, the unpredictable ones we weren't sure about, and the far-fetched but still could happen! This interactive session will show patterns in fears, where to mitigate the risks with clauses and how to form a response. Once we learn the real-life emergencies that were faced and what the planner and venue did, we will discuss how you can take this analysis back and create your own contingency plans! Let's learn from each other on what works, what we hadn't thought of, and how you can improve your emergency plans for your event or venue in the time of need.

Learning Objectives:

- Recognize how working together will help patterns emerge and streamline into more manageable emergency response plans, rather than an individual response to each situation
- Learn the outcome of the RFP's real-life threats and what the planner and venue did to mitigate the risk
- Bring back a framework to analyze your own contingency plans for events, for both planners and suppliers

Outside of Our Control - How Politics and Community Issues Affect Our Meetings

Leanne Calderwood, ConferenceDirect; Candace Schierling, Tourism Saskatoon

*The Odyssey
(Room 206B)*

As a follow up to last year's Hot Topics session on how politics can affect our meetings here at home, we look to the current political landscape as well as regional factors that may impact our meeting or our planning decisions. Case studies (at time of proposal submission) can include Trump's travel ban, San Francisco's proactive approach to homelessness after losing a \$40 million-dollar meeting, and Canada's rising gas costs.

Learning Objectives:

- To recognize that politics and community issues impact our meetings
- To proactively look at issues and perceptions in our own communities
- To start creating a proactive strategy to addressing the issues (with both prospective meeting planners, and community leaders)

Behind the Scenes: Deep Dive into This Year's Design and Theme

Chuck Corrigan, Freeman Audio Visual Canada; Brian Johnston, Freeman Audio Visual Canada

*Plenary
(Hall 2000BCD)*

What goes on behind the scenes of a production like the Canadian Innovation Conference? In this session, the Freeman dream team will walk you through the technical ins and outs of the production you will be witnessing at this year's event. Taking place in the main plenary room, you will be invited to get out of your seats and tour this year's main stage, tech table and surrounding event technology being showcased at this year's conference. During your tour, you will hear about how the team came up with this year's design and concept, have opportunities to get close to the equipment, ask technical questions, and explore the scalability of the equipment in the room so that you could apply bits and pieces to you next event.

Learning Objectives:

- Learn how the event technology within the plenary room work behind the scenes
- Learn the process behind producing an event like the Canadian Innovation Conference
- Understand how to look for scalable opportunities within emerging technology

| Timing | Event |
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| Empathy's Magic Power - Tap into Empathy to Create Engaging Meetings and Events | <i>The Web</i> |
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Dan Trommater, Not Your Ordinary Miracle Worker

(Room 205BC)

Before you can take someone where you want them to go, you have to meet them where they are. In this dynamic and thought-provoking session, you'll learn how to see the world through the eyes of your clients so you can create compelling meeting and event experiences for them. In our increasingly individualized society, it can be so easy to forget that truth isn't universal. What's obvious to you might be invisible to others (and vice versa.) This 'reality gap' between stakeholders can create serious problems and negative impacts. If we truly want to increase collaboration, communication, and productivity, we need to boost empathy skills and gain a better understanding of others perspectives. In this interactive session, positive psychology practitioner, speaker, and professional magician Dan Trommater uses magic, optical illusions, and fun group exercises to create a thoroughly engaging and transformative session. Dan will illustrate the various factors that lead to differences in reality, such as gender, age, culture (and what you had for breakfast.) You'll learn to recognize when there's a reality gap and apply practical tools to build a bridge of understanding. Most importantly, you'll collaborate with other participants to apply these ideas to your own work. Bring your sense of wonder and a willingness to play with an open mind, because if you can really tap into the power of empathy, it can feel just like magic.

Learning Objectives:

- Participants will be able to challenge their assumptions about others' experience and perceptions of reality, then apply the new knowledge to create more compelling meetings.
- Participants will be able to identify 'subjective reality gaps' and take steps to create a shared understanding.
- Participants will be able to apply techniques to improve communication and collaboration.

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| 3 Digital Marketing Trends Meeting & Event Professionals Just Cannot Ignore | <i>The Riff</i> |
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Javed Khan, EMpression: A Marketing Services Company

(Room 202)

Digital marketing, simply put, cannot be ignored. The digital marketing landscape that encompasses video, email, social media (in particular LinkedIn), content, augmented reality (AR) as well as live video and much more is witnessing a dramatic shift in the way meeting and event planners need to think about, the way they plan and execute their event experiences. There are many new digital marketing trends that are impacting the internet-connected era. What worked for you last year may not work this year. In this session you will become privy to & together we will "reimagine" how three highly effective digital marketing trends can impact your next meetings & events. This experience is suitable for only those who truly are serious about "upping their digital presence game". This will be an entertaining and interactive session. Be prepared to learn, take lots of notes and ask as many questions as you can.

Learning Objectives:

- Understand how video can play a role in building & nurturing your audience, particularly with your partners
- Understand that content continues to be queen and how to leverage it in many facets
- Understand how social media (particularly LinkedIn) can build a role in building a community of fans

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| 3:15pm – 3:45pm | Networking Break |
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| 3:45pm – 5:00pm | Panel Plenary |
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Sponsored by Québec City Business Destination / Quebec City Convention Centre

Learn The Keys To Success From Local Business Leaders

Plenary
(Hall 2000BCD)

Gastronomy, history, French culture, romance and charming cobblestone streets; all these traits are top of mind when people think of Québec City. Nonetheless, Québec City is also a top business destination that strives on innovation! The panelists are all confirmed experts in their fields. Each has a successful track record in their industry combined with the incredible talent of reimagining their business. Their individual strengths is not in seeing what their business is, but rather, in what it needs to become to remain relevant in their field of choice. All of the panelists have met this challenge several times over their career and continue to do so today. With experience in the scientific, cultural and hospitality industries, no panel could be more varied! And yet, you will see that they have more in common than you would expect.

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| 5:30pm – 6:15pm | Foundation Fun Run |
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| Evening | Free Night - Open for Supplier-hosted events |
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| Timing | Event |
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| 12:00am – 3:00pm | Silent Auction Online Portal <i>Online Portal Sponsored by Translate Your World International</i> |
| 8:00am – 5:00pm | Registration & Information |
| 8:00am – 8:45am | Networking Breakfast <i>Sponsored by the Metro Toronto Convention Centre</i> |
| 9:00am – 11:00am | Morning Plenary |



Farah Khan
Sponsored by National Speakers Bureau
Social Change, Cultivating Brave Spaces

At the 2018 G7 Summit, as co-chair of the Gender-Equity Committee, Farah Khan was called to speak on behalf of the council, in the room with Prime Minister Justin Trudeau, President Donald Trump, German chancellor Angela Merkel and other world leaders and council representatives. She shared that you cannot talk about the economy and a thriving, sustainable, peaceful and healthy world without talking about gender equality. Armed with passion and compassion, she helps organizations recognize and address the needs for gender equality, consent culture, addressing harassment, gender-based violence, bystander intervention, trauma and disclosures.



Frank Warren
Sponsored by Freeman Audio Visual Canada
Post Secret: Turning Walls Into Bridges

“We all carry a secret that would break your heart if you just knew what it was. And if we could remember that, there might be more understanding and peace in the world.” Frank Warren is the most trusted stranger in America. He’s creator of the The PostSecret Project, a place where people share their private hopes, desires and fears. A place where the secrets they could not tell their friends and family would be treated with dignity in a non-judgmental way. The result is PostSecret – a collection of intimately personal and artistic postcards mailed anonymously from individuals

worldwide, sharing personal secrets. The PostSecret website has become a phenomenon earning over 700 million views, the world’s largest advertisement-free blog. The popularity of the project and its impact has earned Warren recognition as one of the top five influential people on the internet by Forbes.

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| 11:00am – 11:30am | Networking Break <i>Sponsored by the Metro Toronto Convention Centre</i> |
| 11:30am – 12:30pm | Concurrent Sessions – Segment 3 |

Moving from Fear to Freedom - YOUR Way!

Michelle Hillier, Experience Groove

*The Web
(Room 205BC)*

Humans are better when we move: movement awakens, inspires and restores. When people move THEIR way, it can be transformative. Imagine an environment where people are brought together to work, play or create and where they assume that physical movement is a critical component to their individual and mutual success? Where CONFIDENCE is created, CREATIVITY is nurtured, and CONNECTIONS are built. People become accustomed to the positivity and “magic” feeling that comes with moving their way and its unique attributes of connecting together on a simple movement that anyBODY can do. Ultimately, it is about taking people of all ages from fear to freedom and the best part is, “you can’t get this wrong!”

Learning Objectives:

- Importance of actual human CONNECTION to others in a world where social media has taken us farther apart in ways. In this session there is no wifi, but the connections are out of this world
- Increased self CONFIDENCE and feeling unstoppable after experienced the Groove in the form of movement. Rarely do people move their bodies "their" way and feel safe and successful while doing so - in this experience they will
- Ability to use their CREATIVITY in new and meaningful ways. As adults we don't often nurture this aspect of our humanity and it is so transferable to work, leadership and life

Timing **Event****Meeting for Purpose: Generating and Measuring the Social Impacts of Events - Part 1***Geneviève Leclerc, #Meet4Impact**The Mission
(Room 206A)*

The business events industry at large has voiced in the recent years that it wants to better understand, measure and communicate the positive impacts of its activity. For associations whose mission is essential to their existence, having the capacity to report on how well that mission is being served through their conferences provides the organisation with the proof that it is doing what it's supposed to do. It can convert this into a powerful management strategy to achieve operational excellence, improve its processes and mission delivery, and demonstrate great governance by holding itself accountable for the outcomes it generates. For destination actors and meeting sector services, being able to communicate the positive outcomes of the meetings they attract for the host communities enables them to better justify the public investments in business events attraction and hosting infrastructure. Also, the attraction of those innovative meetings can develop talent, knowledge and capacity in their host communities. Furthermore, great impact storytelling provides powerful CONTENT MARKETING that go beyond destination marketing, in order to enhance the profile of the destination and gain a competitive edge. In this session, we'll make the case that every meeting has the potential to be an experience where social value is created for a broad range of stakeholders. We will address the fact that there's a huge obstacle to doing this, in the lack of proper frameworks and tools teaching meeting planners and hosts how to generate positive impact and leverage this for value. We will demystify what social impact is and how it can be generated through events; we'll discuss what possible frameworks and indicators could be used to assess this impact; and we'll look at the importance of storytelling in communicating the positive impact generated. We will provide the opportunity for the group to take ownership of the knowledge presented by leading an interactive activity where they will be invented to start working on an impact goal for a meeting and set out a process to achieve this.

Learning Objectives:

- Gain a better understanding of how events can generate positive impacts for society and the host communities
- Learn the basics of impact management and measurement, and discover sets of indicators that can be used
- Uncover new ways to create value for your stakeholders, to anchor yourselves in the business sectors & knowledge clusters and to be perceived as a driver of positive change.

Social Selling: Buzzword or Best Practice?*Madeleine Bart, Freeman Audio Visual Canada**The Riff
(Room 202)*

Social selling is no longer just a buzzword – it's become an important way to connect and communicate with prospects and customers. Is it the same as social media marketing? No. It's a new approach to selling that allows sales people or individuals looking to build their network and establish trust through their existing connections and networks. In this session, Madeleine will give an overview of today's best practices and trends when it comes to social selling including how to build a social selling plan for yourself and/or your team and why every business should care about social selling.

Learning Objectives:

- Learn why your business should care about social selling
- How social selling can increase revenue and productivity
- How to build a social selling plan for you and your team

Wait? I Can Host My Own Event? – The Distinction Between Working for a Client, and Working for Yourself*Chris Lutz, Verney Conference Management Inc.; Mahogany Jones, Event Specialists**The Crush
(Room 204AB)*

As event planners, we love our clients and are often executing their vision within budget parameters that they set. But what if there wasn't a client at all? What about our own ideas? What about hosting our own revenue generating event? This interactive workshop takes planners through how to create their own signature events (or revive a dying event with a brand overhaul). Event Producers Mahogany Jones (CMP) and Chris Lutz will open up their toolkits used in their own successful event production. (Tip: it's more than crafting a great critical path and communication strategy. It's about becoming your own client.) From one signature idea to the establishment of a speaking faculty, from developing an online registration system to graphic design, from contract negotiation to budgeting and HST remittance – these models of in-house pre-event production can sustain an independent event planner's business and become a great compliment to a roster of client work. In this session you will: Differentiate between event management and production; How to determine your Signature Event Objective; Explore an underwriting model for self-produced events; How to inject creativity into your OWN event.

Learning Objectives:

- Differentiate between event management and production
- Explore an underwriting model for self-produced events
- Identify what can be done in-house and with which tools

| Timing | Event | |
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| | Are the Changes in Our Industry Caused by Disruptors or Innovators? <i>Rita Plaskett, Agendum Inc. and panelists</i> | <i>The Odyssey (Room 206B)</i> |

This year is 2019: we now have more companies, competitors and innovative business ideas than we ever had before. The speed of technological advances has undoubtedly shaken up and disrupted various industries. Because of this, businesses, regardless of their current size and success, have had to remain nimble and sometimes pivot to find new ways to stay relevant and successful. Image.....In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. Within just a few years, their business model disappeared, and they went bankrupt. What happened to Kodak most didn't even see it coming. Did you think in 1998 that 3 years later you would never take pictures on paper film again? Yet digital cameras were invented in 1975. Software will disrupt most traditional industries in the next 5-10 years. Uber is just a software tool, they don't own any cars, and are now the biggest taxi company in the world. AirBnB is now the biggest hotel company in the world, although they don't own any properties. The twenty-first century has brought us a plethora of new, innovative business ideas which were brainstormed, created and developed to serve the needs of an ever more demanding, and technology-focused marketplace, some needs that we did not, at the time, even know existed, until they were serviced. In this session we will look into the financial impact, the logistical impact and the strategic impact that disruption is having on our own businesses. How do we pivot ourselves to engage our clients, gain new clients and educate our existing clients who may be struggling with their own organizational challenges that disruption has caused them. You will gain insights into finding solutions to these questions and learn some tools to help you think differently.

Learning Objectives:

- Learn some financial, logistical and strategic impacts disruption is having on your business
- How to pivot yourself to engage clients, gain new clients and educate existing clients who may be struggling with their own organizational challenges that disruption has caused them
- Gain insights into finding solutions to these questions and learn some tools to help you think differently

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| 12:45pm – 2:30pm | Networking Lunch with LIVE Auction <i>Sponsored by Edmonton Tourism</i> | |
| 2:45pm – 3:45pm | Concurrent Sessions – Segment 4 | |

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| Be a Better Boss <i>Helen Van Dongen, Grant Thornton</i> | <i>The Web (Room 205BC)</i> |
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There's managing, and then there's leading. Your team can tell the difference, even if you can't. If you want to be a better boss, shift your approach from telling to asking. In this session, you'll learn questions you can ask to help those you manage get clear on task, feel supported, and raise their game -- all without adding to your to do list.

Learning Objectives:

- Learn the difference between managing and leading
- Learn key questions that help your staff get clear on objectives and move forward
- Learn how these strategies can improve the relationship with your boss

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| Reimagine Your Marketing - How Meeting Partners Can Attract Business Using Inbound Marketing and Social Media <i>Leanne Calderwood, ConferenceDirect</i> | <i>The Riff (Room 202)</i> |
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Gone are the days of traditional cold-calling as the way to sell one's property or service. Meeting planners are no longer responding to hard-sell sales tactics whether by the phone or email. Meeting planners buy from who they trust, rather than from those that are savvy salespeople. By creating a culture of trust and care, by providing resources through an inbound marketing strategy, meeting planners are more open to hearing and trusting a sales message. Through a balanced sales approach, meeting partners can land more business and create stronger relationships with meeting planning clients.

Learning Objectives:

- How to create an inbound marketing strategy with limited time
- How to integrate inbound marketing with traditional campaign to create a balance sales approach
- Examples of content and resources that can be used as part of the overall inbound marketing strategy

Timing **Event****Attract & Retain Attendees with Compelling Content***Jeanne-Marie Robillard, National Speakers Bureau**The Crush
(Room 204AB)*

Does your event require a speaker? A celebrity? An entertainer? A host/MC? Jeanne-Marie Robillard has 20 years' experience providing that "WOW" factor and exceeding client expectation as an agent with a speaker's bureau. In this interactive session Jeanne-Marie will share the best questions to ask your clients to ensure any external presenter you bring in receives top marks across the board (which will make all your hard planning pay off). With her signature humour and hilarious anecdotes, she will share insider tips around ensuring your event programming resonates with attendees – getting them thinking, feeling and engaging with the ideas being presented with a focus on event ROI. Ask her questions, she has the answers, including: "Which speaker changed your professional life?"

Learning Objectives:

- Time management
- Exceeding expectations
- How to bring the most educational value to your event

Meeting for Purpose: Generating and Measuring the Social Impacts of Events - Part 2*Geneviève Leclerc, #Meet4Impact**The Mission
(Room 206A)*

The business events industry at large has voiced in the recent years that it wants to better understand, measure and communicate the positive impacts of its activity. For associations whose mission is essential to their existence, having the capacity to report on how well that mission is being served through their conferences provides the organisation with the proof that it is doing what it's supposed to do. It can convert this into a powerful management strategy to achieve operational excellence, improve its processes and mission delivery, and demonstrate great governance by holding itself accountable for the outcomes it generates. For destination actors and meeting sector services, being able to communicate the positive outcomes of the meetings they attract for the host communities enables them to better justify the public investments in business events attraction and hosting infrastructure. Also, the attraction of those innovative meetings can develop talent, knowledge and capacity in their host communities. Furthermore, great impact storytelling provides powerful CONTENT MARKETING that go beyond destination marketing, in order to enhance the profile of the destination and gain a competitive edge. In this session, we'll make the case that every meeting has the potential to be an experience where social value is created for a broad range of stakeholders. We will address the fact that there's a huge obstacle to doing this, in the lack of proper frameworks and tools teaching meeting planners and hosts how to generate positive impact and leverage this for value. We will demystify what social impact is and how it can be generated through events; we'll discuss what possible frameworks and indicators could be used to assess this impact; and we'll look at the importance of storytelling in communicating the positive impact generated. We will provide the opportunity for the group to take ownership of the knowledge presented by leading an interactive activity where they will be invented to start working on an impact goal for a meeting and set out a process to achieve this.

Learning Objectives:

- Gain a better understanding of how events can generate positive impacts for society and the host communities
- Learn the basics of impact management and measurement, and discover sets of indicators that can be used
- Uncover new ways to create value for your stakeholders, to anchor yourselves in the business sectors & knowledge clusters and to be perceived as a driver of positive change

Meetings of the Future*Laura Bickle, Ignite and panelists**The Odyssey
(Room 206B)*

We all want a crystal ball that tells us our future. Why? So we can be prepare ourselves for what's to come! In this session, we will recruit a team of industry fortune tellers who will help us see into the future of meetings. We'll cover a wide range of predictions from changes in venue selection, contracting, AV, food and beverage, event tech and more! In this fast-paced panel discussion we'll tap into insider perspectives so that you are equipped to plan for the future.

Learning Objectives:

- The panel will discuss industry changes that are having an immediate impact on the way we plan events
- The panel will also identify some greater industry disrupters that will impact meetings and events over the next decade
- Lastly, the panellists will share their tips on how to prepare for the future of meetings, including recommendations on professional development

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| 3:00pm – 3:15pm | Silent Auction Online Portal Closes and Winners Announced <i>Online Portal Sponsored by Translate Your World International</i> |
| 3:45pm – 4:15pm | Networking Break |
| 4:15pm – 5:30pm | Closing Session |

**Amy Blackman***Sponsored by the PCMA Education Foundation***5 Trends Shaping the Future of Business Events**

PCMA and Marriott International conducted future of events research and uncovered some intriguing trends. Focused on five key areas: emotional intelligence, orchestrated serendipity, multi-modal design, making a meaningful impact and leveraging your surroundings, the study reveals how they will usher in a new era of experiences. This will be a collaborative session, allowing participants to work through each trend and determine steps they can take to enhance their role in meetings and events. This facilitated workshop will bring local stakeholders together to brainstorm how the destination ecosystem can harness the trends and shift offerings to be more aligned to the five trends shaping the future of meetings and events.

Learning Objectives:

- Describe five key trends and how they can be brought to life
- Recognize the importance of embracing these trends and the implications for organizers, attendees and suppliers
- Identify ways to infuse these elements into events to propel your destination forward

7:00 pm – Late

Closing Reception, Dinner and Show

Sponsored by Québec City Business Destination / Quebec City Convention Centre

On the night of April 4, 2008, a fire ravaged the Voltigeurs de Québec Armoury. Home of the oldest French-speaking battalion in North America, the building was completely destroyed. Only the original masonry survived. Ten years later, it has risen from the ashes to be completely reimagined as a magnificent venue that faces out onto the Plains of Abraham.

The Voltigeurs de Québec Armoury is proud to welcome PCMA CIC19 participants to its Closing reception and dinner. Regional and innovative flavors meet local entertainment for a memorable evening! Local artists with international acclaim will wow and amaze you with their unique blend of emotions and breathtaking prowess.
