<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td><strong>Tuesday, October 23</strong></td>
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</tr>
<tr>
<td>8:30 am to 4:30 pm</td>
<td>Governance Forum. <em>Not included in the Conference Registration.</em></td>
<td>Westin Ottawa, Level 4 - Provinces II</td>
</tr>
<tr>
<td>1:00 pm to 6:00 pm</td>
<td>Conference Registration Open</td>
<td>Westin Ottawa, Level 4</td>
</tr>
<tr>
<td><strong>Wednesday, October 24</strong></td>
<td></td>
<td></td>
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<tr>
<td>7:30 am to 10:30 am</td>
<td>Conference Registration Open</td>
<td>Shaw Centre, Level 3 - Parliament Foyer</td>
</tr>
<tr>
<td>10:30 am to 6:00 pm</td>
<td>Conference Registration Open</td>
<td>Westin Ottawa, Level 4</td>
</tr>
<tr>
<td>7:30 am to 9:00 am</td>
<td>Welcome Breakfast</td>
<td>Shaw Centre, Level 3 – Canada Hall I</td>
</tr>
<tr>
<td>9:00 am to 10:30 am</td>
<td>Opening Ceremonies</td>
<td>Shaw Centre, Level 3 – Canada Hall I</td>
</tr>
<tr>
<td>10:30 am to 11:00 am</td>
<td>Break</td>
<td>Westin Ottawa, Level 4</td>
</tr>
<tr>
<td>11:00 am to 12:00 pm</td>
<td>Concurrent Block 1</td>
<td>Westin Ottawa, Level 4 - Governor General I</td>
</tr>
<tr>
<td><strong>Session 1</strong></td>
<td>Lightning Talks</td>
<td><em>Sponsored by Tourism London</em></td>
</tr>
<tr>
<td><strong>Session 2</strong></td>
<td>Five Keys to Disrupting and Measuring Member Engagement</td>
<td>Westin Ottawa, Level 4 - Governor General II</td>
</tr>
<tr>
<td>Speaker: Heather McNair (Higher Logic)</td>
<td></td>
<td><em>Sponsored by Tourism Outaouais</em></td>
</tr>
<tr>
<td><strong>Session 3</strong></td>
<td>Get Ready for 2020: The Future of Association Leadership</td>
<td>Westin Ottawa, Level 4 - Governor General III</td>
</tr>
<tr>
<td>Speaker: Jill Birch, Ph.D, CAE (BirchGrove Inc.)</td>
<td></td>
<td><em>Sponsored by Tourism Richmond</em></td>
</tr>
<tr>
<td><strong>Session 4</strong></td>
<td>Business Members Forum</td>
<td>Westin Ottawa, Level 4 – Provinces I</td>
</tr>
<tr>
<td><strong>Session 5</strong></td>
<td>Talent Management Trends in an Age of Disruption</td>
<td>Westin Ottawa, Level 4 – Provinces II</td>
</tr>
<tr>
<td>Speaker: Mark Sedgley (MemberClicks)</td>
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<tr>
<td><strong>Session 6</strong></td>
<td>L’entreprise de la connaissance</td>
<td>Westin Ottawa, Level 4 - Quebec</td>
</tr>
<tr>
<td>Conférencière: France Daviault, CAE (l’Association des industries de l’automobile du Canada)</td>
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<td></td>
</tr>
<tr>
<td><strong>12:00 pm to 1:30 pm</strong></td>
<td>AGM and Lunch</td>
<td>Westin Ottawa, Level 4 – Confederation Ballroom</td>
</tr>
</tbody>
</table>
### Concurrent Block 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Venue</th>
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</thead>
</table>
| 1:45 pm to 3:15 pm | Creating Buzz for your Brand on a Budget – Part 1  
               | Speaker: Dani Gagnon (The Like Button)  
               | Sponsored by National Speakers Bureau  
               | Westin Ottawa, Level 4 | Governor General I  
               | Sponsored by Tourism London                                                |
|               | Cultivating Connections to Prepare Future Leaders  
               | Speakers: Natalie Wallace, CAE (Redstone Agency Inc), Rebecca  
               | Harris, CAE (Ontario Association of Residences Treating Youth),  
               | Maddy Marchildon (Redstone Agency, Inc.), Aina Budrevics, CAE  
               | (Ontario Association of Landscape Architects)  
               | Westin Ottawa, Level 4 | Governor General II  
               | Sponsored by Tourism Outaouais                                             |
|               | The Art of the Great Media Interview: Media Training Deep Dive and  
               | Hands-On Workshop – Part 1  
               | Speaker: Warran Weeks (Weeks Media)  
               | Westin Ottawa, Level 4 | Governor General III  
               | Sponsored by Tourism Richmond                                              |
|               | Use Your Outside Voice: Acts of Courage at the Board Table  
               | Speaker: Linda Wood Edwards, CAE (LUE-42 Enterprises)  
               | Westin Ottawa, Level 4 | Provinces I                                                               |
|               | How Are Canadian Associations Navigating Turbulence? Canadian Association Executives Tell Us  
               | Speaker: Louise Pauzé (Happico)  
               | Westin Ottawa, Level 4 | Provinces II                                                              |
|               | Élaborer le futur de votre organisation  
               | Conférencière: Geneviève Leclerc (Caravelle Strategies)  
               | Westin Ottawa, Level 4 | Quebec                                                                    |
| 3:15 pm – 3:30 pm | Break                                                                  | Westin Ottawa, Level 4                      |

### Concurrent Block 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Venue</th>
</tr>
</thead>
</table>
| 3:30 pm to 5:00 pm | Creating Buzz for your Brand on a Budget – Part 2  
               | Speaker: Dani Gagnon (The Like Button)  
               | Sponsored by National Speakers Bureau  
               | Westin Ottawa, Level 4 | Governor General I  
               | Sponsored by Tourism London                                                |
|               | Mock Strategic Planning Session  
               | Speaker: Meredith Low, CAE (CSAE Ottawa Gatineau Network-Young Professionals)  
               | Westin Ottawa, Level 4 | Governor General II  
               | Sponsored by Tourism Outaouais                                             |
|               | The Art of the Great Media Interview: Media Training Deep Dive and  
               | Hands-On Workshop – Part 2  
               | Speaker: Warren Weeks (Weeks Media)  
               | Westin Ottawa, Level 4 | Governor General III  
               | Sponsored by Tourism Richmond                                              |
|               | Holistic Approaches to Association Governance: A Practical Framework for Future-Proofing Your Organization  
               | Speakers: Andrew Chamberlain (Consort Strategy), Sarah Lampson,  
               | CAE (Canadian Association of Research Administrators), Dominique  
               | Michaud (Concordia University)  
               | Westin Ottawa, Level 4 | Provinces I                                                                |
|               | Executive Directors: Boost Your Game by Building Your Team  
               | Speaker: Barbara Odenwald (InnovaMundi Consulting)  
               | Westin Ottawa, Level 4 | Provinces II                                                              |
### Session 6
5:30 pm to 7:30 pm

**Welcome Reception**  
*Sponsored by The Westin Ottawa Hotel*

Westin Ottawa, Level 4 – Quebec

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**Thursday, October 25**

7:00 am to 2:00 pm  
Conference Registration Open

Shaw Centre, Level 3 – Parliament Foyer  
Westin Ottawa, Level 4

8:00 am to 10:00 am  
**Showcase Breakfast**  
*Sponsored by Hilton Worldwide*

Shaw Centre, Level 3 – Canada Hall I

8:00 am to 10:00 am  
**Keynote Panel Moderated by Nora Young (CBC Radio One)**  
*Sponsored by Speakers' Spotlight*

Shaw Centre, Level 3 – Canada Hall I

10:00 am to 2:00 pm  
**Showcase OPEN**  
*Showcase entry is limited to association executives and exhibitors.*

Shaw Centre, Level 3 – Canada Hall II & III

10:30 am to 12:00 pm  
**UnScripted Business: Think Faster. Lead Smarter. Act Now!**  
Speaker: Jennifer Spear (Clean Slate)

Westin Ottawa, Level 4 – Provinces I

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### Session 1
2:15 pm to 3:45 pm  
**Concurrent Block 4**

**Session 1**  
**A Taste of Collaboration - Facilitated Discussions**  
*Sponsored by Cities in Sync*

Westin Ottawa, Level 4 – Confederation Ballroom

3:45 pm to 4:00 pm  
**Break**

Westin Ottawa, Level 4

### Concurrent Block 5
4:00 pm to 5:15 pm

**Session 1**  
Small and Mighty: The Future State of Work for Associations  
Speaker: Margo Crawford (Business Sherpa Group Inc.)

Westin Ottawa, Level 4 – Governor General I  
*Sponsored by Tourism London*

**Session 2**  
Future Proof Your Most Valuable Partnerships  
Speaker: Enette Pauze (Level 8 Leadership Institute)

Westin Ottawa, Level 4 – Governor General II  
*Sponsored by Tourism Outaouais*

**Session 3**  
Reboot Your Government Relations Strategy for 2020 & Beyond  
Speaker: Mike Chopowick, CAE (Ontario Waste Management Association)

Westin Ottawa, Level 4 – Governor General III  
*Sponsored by Tourism Richmond*
| Session 4                                                                 | Designing Your Organization’s Future  
 |                                                                         | Speakers: Geneviève Leclerc (Caravelle Strategies)  
 |                                                                         | Westin Ottawa, Level 4 – Provinces I |
| Session 5                                                               | The Hidden Secrets of Volunteer Leadership  
 |                                                                         | Speaker: Lori Gotlieb (Lori Gotlieb Consulting)  
 |                                                                         | Westin Ottawa, Level 4 – Provinces II |
| Session 6                                                               | Le cannabis et le harcèlement dans le milieu de travail associatif  
 |                                                                         | Conférencière: Manon Poirier (l’Ordre des conseillers en ressources humaines agréés)  
 |                                                                         | Westin Ottawa, Level 4 – Quebec |
| 6:15 pm to late                                                         | Reception & Gala  
 |                                                                         | **Sponsored by Ottawa Tourism** |
|                                                                       | Shaw Centre, Level 3 – Canada Hall I & II |

**Friday, October 26**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am to 2:00 pm</td>
<td>Conference Registration Open</td>
<td>Westin Ottawa, Level 4</td>
</tr>
<tr>
<td>7:45 am to 8:45 am</td>
<td><strong>Wake Me Up Breakfast</strong></td>
<td>Westin Ottawa, Level 4 – Confederation Ballroom</td>
</tr>
<tr>
<td>8:45 am to 9:45 am</td>
<td><strong>Concurrent Block 6</strong></td>
<td>Westin Ottawa, Level 4 – Governor General I</td>
</tr>
</tbody>
</table>
|                       | **Session 1**                                                   **Youthquake: The Rising Power of Canada’s Millennials and What it Means for You**  
 |                       | Speaker: David Coletto, PhD (Abacus Data)                                                                     | Sponsored by Tourism London |
|                       | **Session 2**                                                   **Selling Happiness: How to Create Great Customer Experiences**  
 |                       | Speaker: Marc Gordon (Foreword Marketing)                                                                     | Sponsored by Tourism Outaouais |
|                       | **Session 3**                                                   **The Five Ws: How to Create an Excellent Content Strategy That Stands the Test of Time**  
 |                       | Speakers: Duncan Clark (Strategic Content Labs), Maryam Sanati (Strategic Content Labs), Sheldon Sawchuk (Strategic Content Labs), Clarence Poirier (Strategic Content Labs) | Sponsored by Tourism Richmond |
|                       | **Session 4**                                                   **Fear Factor. How the World’s most Engaging Conferences and Events Embrace Risk, Curiosity and Innovation**  
 |                       | Speakers: Jason Thomson (MCI Group Canada), Alisha McFetridge (MCI Group Canada)                            | Westin Ottawa, Level 4 – Provinces I |
| 9:45 am – 10:05 am     | **Break**                                                       **Sponsored by: Québec City Business Destination**                                                 | Westin Ottawa, Level 4 |
| 10:05 am to 11:05 am   | **Concurrent Block 7**                                                                                        | Westin Ottawa, Level 4 – Governor General I |
| Session 1              | **Lightning Talks**                                            | Westin Ottawa, Level 4 – Governor General I |
### Session 2
**The Future Is Now: Leveraging Modern Technology to Increase Member Engagement and Create Operational Efficiencies**

Speakers: Joanne Charlebois (Speech-Language & Audiology Canada), Jeff Horne (Wicket)

**Westin Ottawa, Level 4 – Governor General II**

*Sponsored by Tourism Outaouais*

### Session 3
**Good Cybersecurity Doesn't Have to be Costly or Take Years to Build**

Speakers: David Florio (Grant Thornton LLP), Sophie Doukas (Grant Thornton LLP)

**Westin Ottawa, Level 4 – Governor General III**

*Sponsored by Tourism Richmond*

### Session 4
**Breaking Down Barriers: How the RA re-imagined the Future**

Speakers: Bryan R. Merrett (Recreation Association of the Public Service of Canada), Tosha Rhodenizer (Recreation Association of the Public Service of Canada)

**Westin Ottawa, Level 4 – Provinces I**

### Session 5
**Top 10 Human Resources Mistakes Employers Make (And How to Avoid Them)**

Speaker: Barry W. Kwasniewski (Carters Professional Corporation)

**Westin Ottawa, Level 4 – Provinces II**

### Session 6
**La protection de l’information**

Conférencier: Matthieu Chouinard (ASIMM)

**Westin Ottawa, Level 4 – Quebec**

### 11:15 am – 12:45 pm
**CSAE Awards Presentation and Luncheon**

*Sponsored by Tourism Vancouver*

**Westin Ottawa, Level 4 – Confederation Ballroom**

### 12:45 pm to 1:30 pm
**Final Act and Closing Keynote**

The Power of Principle: Fearless (as Possible) on the Rocky Road to Ethical Leadership

Keynote Speaker: Denise Donlon

*Sponsored by National Speakers Bureau*

**Westin Ottawa, Level 4 – Confederation Ballroom**