



**Wednesday, February 7, 2018**

| Time               | Activity   | Location       |
|--------------------|--|----------------|
| 5:00 pm - 7:00 pm  | <b>Registration</b>  |                |
| 7:00 pm - 10:00 pm | <b>Reception at the Hard Rock Club</b> sponsored by <b>Canadian Niagara Hotels</b> | Hard Rock Club |

**Thursday, February 8, 2018**

|                     |   |   |
|---------------------|---|---|
| 8:00 am - 5:00 pm   | <b>Registration</b>   |   |
| 8:30 am - 9:30 am   | <b>New Member Welcome Reception</b> <i>(for new members only)</i>   |   |
| 9:30 am - 11:00 am  | <b>Opening Remarks and Keynote Speaker</b><br><b>The Revenge of Analog</b> by David Sax sponsored by    |   |
| 11:00 am - 11:30 am | <b>Connection Break</b>   |   |
| 11:30 am - 1:00 pm  | <b>Concurrent Workshop 1A: 2017 HR Law Year in Review</b><br>by Laura K. Williams, LLB, Williams HR Law and Williams HR Consulting<br><b>Concurrent Workshop 1B: Building Your Board Dream Team</b><br>by Erin Roberts, Zzeem<br><b>Concurrent Workshop 1C: Writing a Better Marketing Brief: How to Ensure Creative Teams Meet the Needs of Your Association</b> by Christine Saunders, Marketing Strategy Group<br><b>Concurrent Workshop 1D: Business Intelligence (BI) and Big Data</b><br>by Ben Losman, TechSoup Canada   |   |
| 1:00 pm - 2:00 pm   | <b>Lunch</b>  |   |
| 2:00 pm - 3:00 pm   | <b>Concurrent Workshop 2A: Follow the Leader - Planning Successful Leadership Transitions</b> by Suzanne Clark, Four Corners Group<br><b>Concurrent Workshop 2B: Board Portals: Case Study and Lessons Learned in Using an Online Virtual Boardroom</b> by Kevin Jackson, bizZone Inc., and Beth Ann Kenny, CAE, SeaKat<br><b>Concurrent Workshop 2C: Secrets, Lies and Untold Truths About: Sponsorship &amp; Tradeshows</b><br>by Sandra Moniz, CMP, Meetings + Conventions Calgary, Panel: Michael Dargavel, CEM, A&E Management, Feiona Gobin, CAE, Niagara Falls Business Events, and Erin Roberts, Zzeem<br><b>Concurrent Workshop 2D: New and Exciting Changes to Ontario and Federal Corporate Legislation</b> by Theresa Man, Carters Professional Corporation |   |
| 3:00 pm - 3:30 pm   | <b>Connection Break sponsored by Waterloo Region Tourism Marketing Corporation</b>  |   |
| 3:30 pm - 4:15 pm   | <b>Concurrent Workshop 3A: Your Secret Weapon to Inspire, Engage and Inform</b><br>by Kristy Sadler, EventMobi<br><b>Concurrent Workshop 3B: Customer Input Versus Data - Using and Reconciling Disparate Inputs to Make Sure Your Planning Hits the Mark</b><br>by Kelly Duffin, Supply Chain Management Association Ontario<br><b>Concurrent Workshop 3C: Leading Practices for Board Meeting Minutes</b><br>by Melinda Moore, Ontario Hospital Association<br><b>Concurrent Workshop 3D: "The Elephant in the Office" - Mental Health in the Workplace</b> by Cheryl Legate, Cheryl Legate & Associates  |   |
| 4:15 pm - 5:15 pm   | <b>Young Professionals Networking</b>   |   |
| 6:00 pm - 9:00 pm   | <b>Summit Signature Networking Reception and Dinner</b><br>sponsored by   | Peller Estates and Wayne Gretzky Distillery |

Friday, February 9, 2018

|                     |   |  |
|---------------------|---|--|
| 7:30 am - 8:30 am   | <b>Hot Breakfast</b>  |  |
| 8:30 am - 9:45 am   | <b>Morning Keynote Speaker</b><br><b>Master the Magic of Leadership—An Exploration of Influence, Connection and Empowerment</b> by Dan Trommater  |  |
| 9:45 am - 10:15 am  | <b>Connection Break sponsored by Tourism London</b>   |  |
| 10:15 am - 11:30 pm | <b>Concurrent Workshop 4A: What Conflict of Interest? Understanding Board Duties to Better Protect Your Directors and Your Association</b><br>by Victoria Prince, Borden Ladner Gervais LLP<br><b>Concurrent Workshop 4B: Get to the Point: The End of Boring Presentations</b><br>by Lauren Ferraro, Your Voice Unleashed<br><b>Concurrent Workshop 4C: Adventures in Podcasting</b><br>by Michael Grant and Cathy Bouwers, Canadian Society for Medical Laboratory Science<br><b>Concurrent Workshop 4D: Critical Components of an Event Emergency Action Plan</b><br>by Tony Porter, Parking & Security Services, Exhibition Place |  |
| 11:30 am - 12:30 pm | <b>Lunch</b>  |  |
| 12:45 pm - 1:45 pm  | <b>Knowledge Bites in the Big Room Summary Session</b>  |  |
| 2:00 pm - 3:15 pm   | <b>Closing Keynote</b><br><b>Discovering Our Life Purpose</b> by Elia Saikaly sponsored by   |  |

**Wednesday, February 7, 2018**

**7:00 - 10:00 p.m.**

## **Social Activity - Hard Rock Club**

**Hosted by: Canadian Niagara Hotels**

Join your Winter Summit colleagues at a casual and fun reception at the Hard Rock Club, hosted by Canadian Niagara Hotels. An ideal venue to listen to music, dance and socialize, the raw energy of the Hard Rock Club is an ideal opportunity for you to reconnect with friends, make new acquaintances and kick off the Summit in a relaxed setting.

Shuttle service will be running between the Hilton Hotel and the Hard Rock Club.

Hard Rock Club will provide snacks and Canadian Niagara Hotels will provide complimentary drink tickets.

## **Knowledge Bites in The Big Room - at SCC throughout the Summit**

New to this year's Winter Summit is "Knowledge Bites in the Big Room"!

Do you...

- ...ever attend an educational session and wish you had more time to discuss the ideas with colleagues?
- ...have an idea or best practice tip that you want to share that is "bite-sized" but can lead to more discussion?
- ...like a more informal learning environment where you can learn from your colleagues?
- ...want to have a discussion on the top trends or issues in the sector?
- ...need a dedicated space to network with colleagues at the Summit?

The concept is simple...but the results will be anything but! There are two key pieces to this idea – a big room and knowledge bites.

**Big Room** – just what it sounds like, a big room that is a dedicated space for networking and knowledge sharing. The setup will be different than your typical conference room. There will be comfy spaces to facilitate the sharing of knowledge and will be open throughout the summit.

### **Knowledge Bites**

Knowledge bites happen on your time, in your manner throughout the duration of the Summit. The idea is simple. There will be opportunities in the Big Room for you to jot down your tip, tool, or best practice and attach your business card next to it in case a colleague wants to connect to learn more. Interested in discussing a topic in more detail that isn't on the agenda? Jot it on the wall with a time that you'll be in the room and spread the word to see who else is interested (if you're on twitter, tweet it with #KnowledgeBites)!

**Immediately before the closing keynote on Friday, we will gather in The Big Room for an hour for more sharing around the topic that you are most interested in. Listen and share your knowledge on the topic of your choice and make important connections to help you further this topic along after the conference is over.**