PCMA
Canada East Chapter

CANADIAN INNOVATION CONFERENCE

NOVEMBER 22 - 24,2026

EXPLORE EDMONTON

CIC26

Sunday, November 22nd

TIMING	EVENT	LOCATION
12:00 PM - 6:30 PM	**Registration & Information**	Edmonton Convention Centre
10:30 AM - 12:30 PM	**Meeting Planner Site Visit Tours with Explore Edmonton** Pick up will be at the Edmonton Convention Centre at 10:30am. Drop off will be at the Edmonton Convention Centre at 12:30pm.	
1:00 PM - 6:30 PM	**Work Room**	Salon 1
	Wellness Lounge	Hall D Point
1:00 PM - 3:00 PM	**Sunday Sessions: Explore Your Way!**	Edmonton Convention Centre

Unapologetic Originality: Humanizing Event Energy for Outstanding Results

Location: Salon 2

Dr. Caroline Brookfield, DVM, CPM, Artful Science

When the Oilers hit the ice in Edmonton, the team's energy will make or break their performance. But for event professionals, the pressure to deliver a "Stanley Cup" performance every time can be exhausting. You don't get the summers off to golf in Florida. In this state of depletion, you are limited in finding creative solutions. Instead, we can find ourselves in a "Race to Beige", a culture of status quo, unimaginative event design that is more like an icing penalty. How can we stop sending the puck into the corner with uninspired events that sap your energy?
There is no backup line to give you relief. In our quest for perfect RFPs and seamless AI integration, we often suppress the very thing that drives meaningful outcomes: our radical human originality.

Program as of July 14 and subject to change without notice

Sunday, November 22nd

TIMING	EVENT	LOCATION
1:00 PM - 3:00 PM	Over 30 years as a global veterinarian navigating high-stakes environments, using creativity to treat patients from cheetahs to chihuahuas with resource limitations and gnashing teeth (maybe you can relate?) has given Dr. Caroline Brookfield perspective on performing under pressure. The future of events isn't just about better tech, but about leveraging the human operating systems that make us imperfectly human. This session reframes what we might historically think are weaknesses into our greatest strategic survival superpowers. Attendees will explore the Wild Wisdom Playbook, featuring animal avatars with unique personality traits that can be reframed into surprising survival superpowers for events professionals. A cat never pretends to be a dog, and a meerkat does not apologize for its hypervigilance, because it has helped it to survive. By understanding our unique contributions and applying research around how to increase our confidence in uncertainty, we create neuroinclusive environments where diverse minds can thrive and innovation soars. Through hands-on activities and peer-to-peer interaction, supported by irreverent and fun animal stories, you will leave with six specific actions to help you escape the Race to Beige and build a technicolour culture that protects against burnout. We have enough robots. We need the brilliant, messy humanity that makes your events irreplaceable.	

Move to Think: A Street Wisdom Walkshop

Location: Salon 3

Tiffany Baker, CPHR, PCC, Your Edge Coaching & Consulting

Walking boosts divergent thinking (brainstorming, innovating, generating) in 81% of people. But most conference programming is built for the opposite: sit, listen, absorb. We often assume movement doesn't fit conference programming. A Walkshop makes movement not just possible, it makes it purposeful. Street Wisdom Walkshops use the world around you as a thinking tool, turning ordinary surroundings into unexpected sources of insight, clarity, and fresh perspective.

Great events channel energy, and neuroscience tells us that where attention goes, energy flows. But for most of us that flow is passive, not purposeful. A Walkshop changes that, shifting how we think, what we notice, and where we choose to put our energy. A global practice in over 90 countries, Street Wisdom has been bringing this experience to people and organizations worldwide for over a decade. Scalable, accessible, and guided, this practice helps unlock the thinking you can't get to sitting down. Tiffany and Anna have watched it create real shifts in thinking, perspective, and direction in the people they facilitate, and in the trajectory of their own lives and careers.

The session opens with a short introduction to Street Wisdom, the science behind it, and how this format can be layered into conferences and events of all kinds. Participants will identify something in their own work or life that could benefit from a fresh perspective, and then move through a guided experience that naturally opens up new thinking around it.

Sunday, November 22nd

TIMING	EVENT	LOCATION
1:00 PM - 3:00 PM	Designed with event professionals in mind, this is a format you can picture inside your own events. No special equipment, no printed materials, no large budget. It works indoors or outdoors, for groups of ten or a hundred. The practice itself is the takeaway, a simple, repeatable tool participants can use anywhere, and a new lens for what participant experience can look like. The conference room has never been the only option.	

Time Out: Time Management Strategies for Life in the Real World

Location: Salon 4

Carissa Halton, Halton Strategic

Time is our most valuable resource, yet balancing competing priorities can overwhelm the best of us. This workshop will allow attendees to take a “time out" to better understand both themselves and the environments that impact their use of time. The workshop will explore the concept of time, the expectations we have in filling it, and provide practical strategies for planning and prioritizing tasks, optimizing focus, and responding to interruptions in order to achieve our goals each day. Attendees will leave with realistic and actionable techniques to improve decision-making and make the best of their time.

Your AI Content Engine: Build a Claude Project That Works While You Plan

Location: Salon 8

Leanne Calderwood, CMP, Leanne Calderwood.com

Most event professionals use AI like a vending machine — drop in a request, hope for something useful, then spend 20 minutes fixing the output. The problem isn’t the tool. It’s the lack of a system.
In this hands-on workshop, you’ll build a Claude Project from the ground up — a dedicated AI workspace that knows your organization’s voice, understands your audience, and produces content you can actually use. Working on your own laptop in real time, you’ll create a client or member avatar, develop a brand voice guide, and write a set of standing instructions — skills that tell Claude exactly how to work for you — then load all of it into a Claude Project and produce a complete piece of event communication before you leave the room.
This isn’t a demo. It’s a build. You’ll walk out with a working AI content system you can hand to a colleague, replicate for your next event, or put to use Monday morning. No hype. No theory. Just results.

West Edmonton Mall Experience

Off-site experience with Explore Edmonton.
Limited spots available.

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TIMING	EVENT	LOCATION
12:40 PM	**Shuttles Depart The Westin Edmonton** ***Sponsored by/Thank you to:*** *Explore Edmonton*	

1:00 PM - 3:00 PM	**West Edmonton Mall Experience**
	
	1:00 p.m. | Welcome at The Ship
	• Penguin greeter welcomes guests upon arrival
	• Light lunch and beverages
	• Welcome from West Edmonton Mall highlighting:
	  ◦ Meeting and event venues
	  ◦ Group experiences and unique event opportunities
	  ◦ Visitor services and amenities for conferences and events
	
	1:30 p.m. | Curated Site Experience
	A guided tour showcasing West Edmonton Mall as a premier event destination, including:
	• World Waterpark & Galaxyland event opportunities
	• Ice Palace reception space
	• Behind-the-scenes access and stories from unique events hosted throughout the mall
	• Flexible spaces and experiences available for meetings, receptions, and delegate activities
	
	2:00 p.m. | Choose Your Own Adventure
	Guests select one of the following experiences:
	• Galaxyland
	• Ed's Bowling
	• DRIVE!
	• Mini Golf
	• Shopping
		West Edmonton Mall

3:30 PM	**Shuttles Depart The West Edmonton Mall** ***Guests receive a commemorative Edmonton-inspired gift.***	The Westin Edmonton
3:15 PM - 4:15 PM	**Meet & Greet with the PCMA Canada East Board for First Timers and New Members**	Edmonton Convention Centre
3:15 PM - 4:15 PM	**Coffee & Networking Break**	Edmonton Convention Centre

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Sunday, November 22nd

TIMING	EVENT	LOCATION
4:30 PM - 6:30 PM	**Energy Flows, The Opening Spark**	Edmonton Convention Centre

Conference Emcee

Julian Faid
Host, Performer, and Facilitator

Julian Faid is a host, performer, and facilitator from Edmonton with over twenty-five years of professional improvisational theatre experience. He has MC'd award shows and conferences, performed at festivals worldwide, and taught applied improv skills to C-suite executives, non-profit organizations, and high-performance teams. He holds a BA in Sociology, a Graduate Diploma in Marketing and Communications, and an MSc in Environmental Sociology. Julian is a doctoral student completing his PhD at the University of Alberta, Alberta School of Business, in the Department of Strategy, Entrepreneurship and Management.

Opening Keynote

Mainstage Speaker

Cheryl Cran
The Power of Flow - Create Ease and Alignment In Life & Work
Sponsored by: National Speakers Bureau

The Power of Flow - Create Ease and Alignment In Life & Work
Leading and Working at Your Best In a World That Never Slows Down
Most leaders and teams are operating in a constant state of push — trying to do more, move faster, and keep up in systems that never seem to pause. The result isn't higher performance; it's change fatigue, fragmentation, and overwhelmed leaders and teams.
This keynote reframes flow as a practical, strategic advantage — showing how alignment, clarity, and energy intelligence create sustainable results without burnout or over-effort.
Unlike resilience or stress-management talks that focus on coping, this keynote focuses on resourcing ourselves and aligning with flow strategies.
Audiences will leave with:

- A clear understanding of flow in how we structure our work and personally structure our energy for optimal outputs
- Insight into energy intelligence and hot to leverage it to increase our ability to enhance focus, creativity, and decision-making
- Practical ways leaders can empower teams to self-resource, and create outstanding results
- Ideas to support mutual accountability, increased engagement, and next level collaboration
- A new lens on hustle culture that helps us to prioritize alignment, clarity, and long-term effectiveness

6:45 PM - 9:00 PM	**Welcome Reception - Where Energy Begins** ***Sponsored by:*** *Explore Edmonton*	The Westin Edmonton

Start your PCMA CIC journey by slowing down before you speed up. Immerse yourself in an opening experience designed to restore, reconnect, and recharge setting the tone for the days ahead in Edmonton.

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TIMING	EVENT	LOCATION
8:00 AM - 4:30 PM	**Registration & Information**	Edmonton Convention Centre
8:00 AM - 4:30 PM	**Work Room**	Salon 1
	Wellness Lounge	Hall D Point
8:00 AM - 8:45 AM	**Connection Breakfast**	Edmonton Convention Centre
9:00 AM - 10:30 AM	**Morning Session**	Edmonton Convention Centre

Mainstage Speaker

Nicole Dube
STORYOSITY™ - The Communication Superskill of Legendary Leaders
Sponsored by: TA Speakers Management

At pivotal moments in history, progress has never belonged to the loudest voice in the room — it has belonged to the most curious one.
In this keynote, communication skills expert and broadcast journalist Nicole Dubé takes audiences inside the story of Galileo, a leader whose curiosity challenged accepted truth and whose ability to frame his ideas through story changed the world and still reverberates today. Nicole draws a direct line to modern leadership — revealing why the ability to create and communicate meaning—through curiosity and story—remains the shared communication superskill of legendary leaders.
Nicole masterfully blends historical insight told in a way only a captivating broadcaster can, along with humour and real-world leadership examples, she highlights deeply researched brain science on curiosity and human learning. Audiences see and feel how curiosity earns attention, how story creates meaning, and why logic alone is no longer enough to lead, influence, or inspire. This keynote equips professionals with practical communication tools they can use immediately — in presentations, meetings, difficult conversations, and moments of change.
Insightful, engaging, and proof that curiosity has always beaten clever slides, this is NOT a history lesson.
It is a powerful reframe of how communication actually works — how meaning is formed in the human mind, and why leaders who can shape meaning communicate differently — because they employ STORYOSITY™. You'll see why the human brain is wired for it!
From Galileo to today's boardrooms, the leaders who move the world forward share one communication superskill: the ability to create meaning through curiosity and bring it to life through story.
Also highly relevant for sales teams and sales kickoff events focused on trust, influence, and relationship-driven growth.

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Monday, November 23rd

TIMING	EVENT	LOCATION
10:30 AM - 11:00 AM	**Connection Break**	Edmonton Convention Centre
11:00 AM - 12:00 PM	**Learning Labs** ***Segment 1***	Edmonton Convention Centre

Under Pressure, On Purpose

Location: Salon 2

Steve Langer, Well By Design

Complexity is no longer the exception. It is the operating environment. Across industries, one reality is becoming increasingly clear. The work is not getting simpler. Expectations continue to grow. Projects become more interconnected. Decisions carry greater consequence. And the pace of change rarely slows down. In many organizations, the challenge is not a lack of talent, expertise, or commitment. It is the growing complexity of the work itself, and the pressure that complexity places on the people and systems responsible for carrying it. Under Pressure, On Purpose invites leaders and teams to examine a critical question: What happens when the demands of the work begin to outpace the capacity designed to support it? Rather than treating pressure as something to eliminate, this keynote explores how high performing organizations learn to design for it. Because when complexity is unavoidable, the advantage belongs to the teams that know how to carry it well. Through compelling stories, leadership experience, and practical insight, Steven Langer explores how pressure quietly shows up inside complex work environments. It can appear as slower decisions, fragmented communication, competing priorities, or talented teams stretched across too many demands. More importantly, this session introduces a different way to think about performance in complex environments. Participants will explore how intentional systems, clear expectations, and culture by design allow organizations to sustain momentum even when the work remains demanding. They will see how capacity strengthens execution, why coherence supports better decision making, and how teams can move forward with clarity even when complexity is unavoidable.

Indigenous Partnerships & Storytelling in Modern Event Design

Location: Salon 3

Natasha Delany, MBA, Indigenous Projects & Events

As organizations across Canada seek to incorporate Indigenous perspectives into conferences, meetings, and public events, many event professionals are asking the same question: How do we move beyond performative inclusion and create authentic Indigenous partnerships and experiences?This session explores practical approaches to building respectful, reciprocal, and meaningful relationships with Indigenous speakers, facilitators, Knowledge Keepers, artists, and communities within modern event design. Drawing from real-world experience leading Indigenous Projects & Events, Natasha Delany shares lessons learned from producing Indigenous-led conferences, educational programming, community gatherings, and corporate events across Canada.

Monday, November 23rd

TIMING	EVENT
11:00 AM - 12:00 PM	Participants will gain insight into cultural considerations, partnership approaches, communication practices, and event planning strategies that create stronger relationships and more impactful attendee experiences. The session will also explore the role of Indigenous storytelling in event programming and how storytelling can deepen audience engagement, connection, and learning outcomes in both corporate and community spaces. Attendees will leave with practical tools, planning considerations, and partnership frameworks that can immediately support more thoughtful, culturally respectful, and human-centered event experiences. This session includes interactive discussion and a collaborative case-study exercise where participants will examine how Indigenous perspectives and storytelling can be integrated authentically into modern events.

How to Define the "Why" that drives Event Success

Location: Salon 4

Moderator: Alison Nash, TouchPoint AMC
Panelists: Sarah Barthel, Fairmont Palliser
Emma Roberts, Base Consulting & Management
Shafeela Gill, Destination Greater Victoria

Planning an event requires close attention to detail-but success starts with setting the event on the right path from the get-go. To do that, you must answer the essential question: "Why are we hosting this event?"-honestly and critically. What are the desired outcomes for your association and membership that will generate buzz and excitement; and, in turn, drive attendance and success? Join us as we explore how to define the "why" behind an event with experts who have the Know "How".

Dr. Laura's Burnout Rx: Surviving the Inferno Without Losing Your Spark

Location: Salon 8

Dr. Laura Hambley Lovett, DrLaura.live and Canada Career Counselling

In the events industry, energy is everything-and yet, it's often the first thing we lose when under heavy workloads and constant pressure. Behind the scenes of exceptional events are professionals navigating tight timelines, high expectations, and constant change, which can lead to burnout. In this research-backed keynote, Dr. Laura exposes the hidden workplace habits and systemic pressures that silently drive burnout and shows leaders and employees how to reverse them. With a blend of research and real-world insight, she offers practical strategies to set healthy boundaries, , restore energy, and build lasting resilience. Attendees will leave with clear tools to spot early warning signs, prevent overload, and create workplaces where people don't just survive - they truly thrive.

12:15 PM - 2:00 PM **Awards Lunch and Canada East Chapter AGM** Edmonton Convention Centre

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Monday, November 23rd

TIMING	EVENT	LOCATION
2:15 PM - 3:15 PM	**Learning Labs** ***Segment 2***	Edmonton Convention Centre

The Execution Gap: Why Smart Businesses Stall and How to Fix It

Location: Salon 2

Shana Campbell, MBA, Momentum Catalyst Group

Many businesses are filled with smart, capable people and strong ideas - yet progress feels slower than it should. Priorities compete, decisions linger, and energy gets spread across too many directions. The issue is rarely effort. More often, it is a lack of clarity around what matters most and how to move it forward. This session helps leaders close the space between intention and execution. Participants will examine the patterns that quietly stall momentum, learn how to focus their resources where they create the greatest impact, and strengthen the decision-making discipline required for sustainable growth. Through practical reflection and strategic insight, leaders will leave with a clearer view of their business and renewed confidence in where to direct their attention next. Because when clarity improves, execution follows - and businesses regain the traction they were built for.

Direct the Flow: The Execution Lab

Location: Salon 3

Jessica Haire, Founder & CEO, Connection Awaits

Every workflow has moments where momentum is gained or lost. In The Execution Lab™, you'll uncover where work stalls, where relationships lose momentum, and where AI can reduce friction — before you even realize you're in a session. Teams draw cards, each one a real business events pain point: Airport Wi-Fi. RFP due tomorrow. 87 unread emails. Three weeks, no follow-up. It's fast, funny, and the room is already networking on the first card (inspired by Heads Up, no app, no download).
Within five minutes, the room discovers what just happened: they've acted out an entire workflow, one with three moments that decide whether business moves forward or stalls. We call it Capture. Connect. Convert.
From there, 5 to 6 small groups, deliberately mixed by generation and experience, redesign one of their own real workflows alongside peers from different generations, using the AI, voice, and phone tools already in their pocket, applying kaizen: one small improvement that compounds.
We close with Steal This Trick: a rapid share-out where every group's winning workflow goes to the whole room. Attendees leave with practical improvements they can apply immediately, on both the personal and business side, plus a record of what each generation taught the others.
Digital-native players bring AI and voice fluency; seasoned pros bring relationship capital and follow-through instinct — the game makes them teach each other, closing a knowledge-transfer gap the industry has felt acutely since COVID.

Monday, November 23rd

TIMING	EVENT	LOCATION
2:15 PM - 3:15 PM	**Reimagining Engagement With Purpose** Location: Salon 4 **Cat McGuire & Julia Scullion from WholeHearted** Corporate social responsibility isn't just good ethics - it's a powerful tool for human connection in a digital world. Even with the incredible progress of technology, what truly creates community and connection is meaningful experience - and those experiences are what make events memorable, emotion-evoking, and worthwhile. Join Cat McGuire and Julia Scullion in this session on how to add meaning to your meetings, grounded in purpose-driven strategy. Using their five-part framework, you'll learn how to bring community into your events and use it as a mechanism for deeper engagement. --- **What If Every Event Changed a Life?** Location: Salon 8 **Jody Steinhauer, KITS FOR A CAUSE** Turn Corporate Events into Memorable, Easy and Fun Experiences That Inspire, Engage, and Give Back Looking for a unique, easy-to-execute experience that your clients and attendees will remember long after the conference, meeting or retreat ends? Discover why KITS FOR A CAUSE has become North America's leading purpose-driven event solution, helping organizations transform traditional corporate gatherings into inspirational, hands-on experiences that strengthen teams, deepen connections and leave a lasting legacy in the local communities they meet in. In this engaging and practical session, award-winning social entrepreneur Jody Steinhauer shares how more than 35 years of innovation has redefined what meaningful corporate/conference engagement can look like. You'll discover: 1. How KITS FOR A CAUSE was born from more than three decades of supporting charities and nonprofits through a unique for-profit/for-purpose business model, and why it has become THE best-in-class social enterprise internationally in team building, and connecting organizations with local charities in meaningful, measurable ways. 2. Why leading hospitality brands such as Marriott International, Hyatt Hotels and Hilton Hotels and Resorts agree that purpose-driven experiences have become the most effective tool for conference/meeting participation, employee engagement and team building, helping organizations strengthen workplace culture, foster authentic networking and create memorable experiences that all participants genuinely value. 3. How to create measurable community impact through one simple, turnkey solution that delivers exactly what charities need most, high-demand Gifts-in-Kind (GIK), increased community awareness and potential future meaningful partnerships - all while providing exceptional value, seamless execution and an unforgettable participant experience. The budget covers the items agreed to in the kit - only - and this activity consistently provides 5-star value at a 1-star price point.	

Monday, November 23rd

TIMING	EVENT	LOCATION
2:15 PM - 3:15 PM	Whether you're planning a leadership retreat, sales meeting, client event, incentive trip, conference or national convention, you'll leave with practical ideas, proven strategies and a fresh perspective on how purpose can become one of the most memorable and valuable parts of every event. (And we promise to make you look good too!) People may forget a keynote. They may forget the menu. But they'll never forget the moment they came together to change someone's life. ---------- **Behind the Kitchen Doors: Culinary Innovation for Sustainable Events** Location: MEET AT Registration Foyer **Demetria Zinyemba and Chef Serge Belair, Edmonton Convention Centre** Step behind the scenes of one of Edmonton's largest event venues and discover how culinary operations can become a powerful driver of event sustainability. Join Executive Chef Serge Belair and Director of Sustainability Demetria Zinyemba for an exclusive tour of the Edmonton Convention Centre's commercial kitchen, serving more than 250,000 guests annually. Explore how sustainability is embedded throughout event planning, from menu design and local sourcing to daily operations and food waste reduction. Through real-world examples, participants will learn how culinary teams and event planners can work together to reduce environmental impacts, support local communities and create meaningful sustainability outcomes while delivering superior guest experiences.	
3:15 PM - 5:15 PM	**Free Time: Recharge and Get Ready for the Evening**	
5:15 PM	**Shuttles Depart The Westin Edmonton** ***Sponsored by/Thank you to:*** *Explore Edmonton*	
6:00 PM - 10:00 PM ***Additional fees apply to attend.***	**Evening with Impact** ***Sponsored by:*** *Live Nation* ***Evening with Impact is a new addition to this year's CIC programming.***	Midway Music Hall
	This signature PCMA CIC experience is designed to bring our industry together with intention—uniting leaders, partners, and innovators for an evening of meaningful connection, fresh perspectives, and shared purpose. More than just a networking event, Evening with Impact reflects the collective strength of our community and the powerful outcomes we can achieve when we come together to inspire one another and give back to the communities we serve. Expect dynamic conversations, curated networking opportunities between planners and suppliers, and an energizing atmosphere that carries into an unforgettable evening of entertainment.	

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Tuesday, November 24th

TIMING	EVENT	LOCATION
8:00 AM - 6:00 PM	**Registration & Information**	Edmonton Convention Centre
8:00 AM - 6:00 PM	**Work Room**	Salon 1
	Wellness Lounge	Hall D Point
8:00 AM - 8:30 AM	**Networking Breakfast**	Edmonton Convention Centre
8:30 AM - 10:00 AM	**Morning Session**	Edmonton Convention Centre

Mainstage Speaker

Shawn Kanungo
Strategy is Energy
Sponsored by: *Speakers Spotlight*

Disruption is no longer a choice — it's our new reality. In an era where generative AI is outpacing our ability to adapt, where customer expectations have leaped a decade forward, and where traditional business models crumble without warning, one quality separates the survivors from the extinct: fearlessness.

Organizations can no longer afford to iterate at the edges — they must fundamentally reimagine how they approach work. But the real questions that haunt every leader are deceptively simple: How do we become the disruptor instead of the disrupted? How do we transform faster than our competitors? How do we ignite our teams to deliver experiences that don't just satisfy, but redefine what's possible?

Drawing from the frontlines of innovation, Shawn Kanungo reveals the counterintuitive approaches that turn market turbulence into transformative opportunity. His practical yet provocative roadmap shows leaders how to embrace uncertainty, experiment at scale, and build organizations that thrive on change.

10:00 AM - 10:30 AM	**Connection Break**	Edmonton Convention Centre

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Tuesday, November 24th

TIMING	EVENT	LOCATION
10:30 AM - 11:30 AM	**Learning Labs** ***Segment 3***	Edmonton Convention Centre

Maestro-Level Intuition and the Gravitas of Presential Leadership
Location: Salon 2

Danielle Lisbôa, DMA, Concordia University of Edmonton

What can we learn from a Maestro's real-time, nonverbal commands as the ultimate leadership moat against AI dominance? In an era defined by algorithmic precision, the definitive leadership edge is no longer data; it is presence. This lecture will explore the psychological and technical toolkits that conductors use to achieve a unified ensemble sound. These include empathy, real-time performance response, and nonverbal cues to steer and guide a diverse group of musicians to perform as one instrument. Attendees will learn how to move beyond "management by instruction" toward "leadership by resonance," creating a unique human-centric domain as a competitive shield.

Sounds Like Something You'd Say: Training AI to Communicate in Your Organization's Voice
Location: Salon 3

Leanne Calderwood, CMP, LeanneCalderwood.com

Everyone in this room has used AI to write something. And most of you spent the next 20 minutes fixing it.The output was technically fine. It just didn't sound like you - or your organization. It sounded like everyone else's AI output, which means it sounded like no one.That's not an AI problem. That's a foundation problem. And this session fixes it.The professionals getting genuinely useful results from AI aren't better at prompting - they've done the foundational work first. They know exactly who their audience is, they've articulated their organizational voice with enough precision that a collaborator can replicate it, and they've built both into the instructions that shape every interaction with the tool.In this hands-on workshop, you'll build those two foundational documents - an audience avatar and a brand voice guide - load them into your AI tool, and produce a complete piece of event communication before you leave the room. Not a template. Your content. Your voice.

Connection by Design: How Intentional Event Design Shapes Engagement and Retention
Location: Salon 4

Dawn Becker, BPL Events

Events are often evaluated through attendance numbers, satisfaction scores, and post-event surveys, yet those metrics don't fully explain why some people return year after year while others quietly disengage. As organizations look to strengthen participation, loyalty, and long-term event value, there is an opportunity to look beyond logistics and reconsider how event environments shape attendee experience, interaction, and engagement in real time. This session explores how intentional event design influences the conditions that drive participation and return attendance over time.

Tuesday, November 24th

TIMING	EVENT	LOCATION
10:30 AM - 11:30 AM	Drawing on more than 25 years of experience designing conferences and community-driven events across North America, Dawn Becker shares principles from "The Forever Attendee Formula", a connection-first approach to event design that explores how intentional experiences shape participation, loyalty, and long-term engagement over time. Participants will examine how elements such as event flow, pacing, networking structure, white space, and intentional touchpoints shape attendee behaviour, interaction, energy, and participation throughout the event journey, and how more intentional approaches to connection and engagement can strengthen long-term community and organizational outcomes. Through practical discussion and a guided "connection mapping" exercise, attendees will leave with a clearer lens and practical ideas for evaluating how event environments influence engagement, loyalty, and retention.	

Unmuted: The Taboo and Truth About Menopause

Location: Salon 8

Jesse Schewchuk, Capital Planning; Dr. Esnielle Brooks, and Dr. Amber Mckinnon

We've talked about burnout.
We've talked about balance.
We've talked about mental health.

But we still whisper about menopause as though it's shameful, irrelevant, or invisible.

Not anymore.

Menopause is one of the most significant transitions in a woman's life, yet it remains one of the last great taboos. It affects health, identity, relationships, confidence, careers, finances, and quality of life. Half the population will experience it, while the other half will live with, love, lead, support, and care for someone who will. This isn't just a women's conversation. It is a societal one.

In this candid and thought-provoking panel, leading experts will separate myth from fact, challenge outdated beliefs, and share practical insights that every person should know.

Because menopause isn't a problem to solve.
It is a transformation to understand.
It's time to stop whispering.
It's time to get Unmuted.

11:45 AM - 1:15 PM	**Tuesday Lunch with LIVE Auction** ***Sponsored by:*** *Destination St. John's*	Edmonton Convention Centre

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Tuesday, November 24th

TIMING	EVENT	LOCATION
1:30 PM - 2:30 PM	**Learning Labs** ***Segment 4***	Edmonton Convention Centre

Building a Business from Milk Crates- Leadership Lessons

Location: Salon 2

Krista Walsh, KC Collect

this high-energy session shares Krista's journey from building a business in a spare bedroom with milk crates as furniture to becoming an award-winning entrepreneur, bestselling author, and nationally recognized business owner. Through humor, storytelling, and hard-earned lessons, Krista shows audiences how resilience, resourcefulness, and action can turn humble beginnings into meaningful success.

Contagious Leadership: Why Attendees Stay Quiet (and How to Change That)

Location: Salon 3

Trisha Miltimore, CMC Certified Management Consultant

Event professionals design incredible experiences-yet too often, the room stays quiet. Participants hesitate. Conversations stall. Engagement feels forced. The issue isn't the agenda. It's not the content. It's what's happening inside people in the moment. In this highly interactive session, Trisha Miltimore explores how Contagious Leadership directly shapes participation, energy, and engagement in meetings and events. When people feel confident, safe, and invited to contribute, energy flows. When they don't, even the best-designed experiences fall flat. Drawing on over 25 years of experience in communication and leadership, Trisha breaks down the real reasons people hold back-from self-doubt and fear of judgment to unclear expectations-and what facilitators, planners, and leaders can do to shift that in real time. Participants will learn simple, practical tools to create environments where people are more willing to speak, share, and engage-without adding complexity or awkwardness. Through guided reflection and live exercises, attendees will experience how small shifts in language, tone, and structure can dramatically change participation.

Where Energy Flows: What Your Destination and Event Can Actually Achieve on Climate

Location: Salon 4

Anna Look, Look Ahead Consulting

Most destination teams and event planners are working with an incomplete picture of what their location or event can actually offer in terms of climate. They have a sustainability program. They have a venue with a certification. And when a client asks, they give the same answer everyone else gives. That answer is not wrong. It is just incomplete. And incomplete answers are not moving decisions. The gap is not motivation. It is knowledge. Most destination teams have never been shown how to map their full climate capability, which means they are sitting on assets they do not know they have, offering less than they are worth, and leaving the conversation before it reaches the level where real decisions get made.

Tuesday, November 24th

TIMING	EVENT	LOCATION
1:30 PM - 2:30 PM	This workshop changes that. The Four Waves of Climate Action is a framework developed to help destinations and events see, map, and communicate their full climate capability - not the surface layer, but all of it. The framework draws on the Drawdown Project, a body of work by global climate scientists, and applies it directly to the business events context. Edmonton is the opening case study. Before this session ends, participants will have mapped Edmonton across all four waves: what the city is already doing, what infrastructure is coming, what natural carbon-sink assets surround it, and what transformational technologies are being built beneath the province. It is a live demonstration of how fast this works when you know what to look for.Then, participants map their own destination or event.The four waves move from existing programs through emerging infrastructure, natural carbon sinks, and transformational long-term technology.When all four are visible, something shifts. Destinations stop sounding like everyone else. Planners stop accepting surface-level answers. And the climate conversation stops being a compliance checkbox and starts being a competitive advantage.Intermediate and senior planners and suppliers. Both will leave with tools they can use within 30 days. --- **What We Don't Say Out Loud: Where Industry Relationships Break Down** Location: Salon 8 **Tim Whalen, Fallsview Casino Resort, Bobbi Hoffman, CMP, CMM, Gemstone Event Management Inc., Kristina Hall, Metro Toronto Convention Centre, & Marie-Chantal Thibault, Tremblant Resort** Strong relationships are at the core of successful meetings and events—but are they as aligned as we think? This unrehearsed panel brings together a destination representative, hotelier, site selector, and meeting planner to explore the unspoken truths that shape how we work together. From hidden assumptions and misaligned expectations to the moments where trust quietly breaks down, this conversation will pull back the curtain on the realities that rarely get discussed openly. Only the moderator will know the questions being asked—the rest of the conversation could go anywhere. Through candid dialogue and real-world examples, we'll examine where disconnects happen: what each role believes the others understand, where communication gaps create friction, and how competing priorities can strain even the strongest partnerships. This session goes beyond process and tactics, focusing instead on the human dynamics that influence decision-making, collaboration, and long-term relationships in the industry. Attendees will gain insight into the pressures, perspectives, and pain points of each stakeholder. Participants will leave with a better understanding of how to navigate these relationship gaps, build stronger alignment across partners, and foster more transparent, productive collaboration. Expect honest reflections, relatable moments, and a few "we've all been there" confessions that will resonate with anyone who has worked on either side of the table.	
2:30 PM - 3:00 PM	**Connection Break**	Edmonton Convention Centre

Program as of July 14 and subject to change without notice

Tuesday, November 24th

TIMING	EVENT	LOCATION
3:00 PM - 4:30 PM	**Closing Session**	Edmonton Convention Centre

Mainstage Speaker

Jessica Janzen
Where Energy Flows: The Hard Work of Joy
Sponsored by: *Speakers Spotlight*

In a world of change fatigue and constant pressure, energy doesn't just happen—it's created. In this powerful keynote, Jessica Janzen reframes joy not as a feeling, but as a leadership discipline that fuels resilience, connection, and sustained performance. Through deeply personal storytelling and practical tools, she shows how individuals and teams can shift from surviving to thriving—unlocking the kind of energy that drives innovation, strengthens culture, and carries forward long after the conference ends.

4:30 PM - 6:30 PM

Free Time

Break time—refresh before the big finale!

7:00 PM - 11:00 PM

Closing Reception - Where Energy Comes Alive

The Canadian Icehouse

Sponsored by: *Explore Edmonton*
Badges must be presented to enter the event

We started by recharging your energy. Now it's time to unleash it. Celebrate an incredible week with an unforgettable evening of music, connection, local flavour, and Edmonton hospitality.

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