



Schedule at a Glance

Tuesday, October 23

1:00 pm to 6:00 pm	Conference Registration Open
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Wednesday, October 24

7:00 am to 6:00pm	Conference Registration Open
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7:30 am to 9:00 am	Welcome Breakfast
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9:00 am to 10:30 am	<p>Opening Ceremonies The Coup: How to Lead and Create Disruption Within Organizations & Industries Keynote Speaker: Ron Tite (Church + State)</p> <p><i>Sponsored by Speakers Spotlight</i></p>
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10:30 am to 11:00 am	Break
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11:00 am to 12:00 pm	Concurrent Block 1
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<i>Session 1</i>	Lightning Talks Details to come in September!
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<i>Session 2</i>	Five Keys to Disrupting and Measuring Member Engagement Speaker: Andy Steggles (Higher Logic)
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<i>Session 3</i>	Three Secret Strategies of Software giants to Future-Proof Your Association Speaker: Nancy Mayer (Power Play Productivity Solutions)
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<i>Session 4</i>	How Are Canadian Associations Navigating Turbulence? Highlights of Interviews With 30 Canadian Association Executives Speaker: Louise Pausé (Happico)
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<i>Session 5</i>	Talent Management Trends in an Age of Disruption Speaker: Mark Sedgley (MemberClicks)
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12:00 pm to 1:30 pm	AGM and Lunch
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	Sponsored by Higher Logic
1:45 pm to 3:15 pm	Concurrent Block 2
<i>Session 1</i>	Creating Buzz for your Brand on a Budget Speaker: Dani Gagnon (The Like Button) <i>Sponsored by National Speakers Bureau</i>
<i>Session 2</i>	Cultivating Connections to Prepare Future Leaders Speakers: Natalie Wallace, CAE (Real Estate Institute of Canada), Rebecca Harris, CAE (Ontario Association of Residences Treating Youth), Maddy Marchildon (Redstone Agency, Inc.), Aina Budrevics, CAE (Ontario Association of Landscape Architects)
<i>Session 3</i>	The Art of the Great Media Interview – Part 1 Speaker: Warrant Weeks (Weeks Media)
<i>Session 4</i>	Use Your Outside Voice: Acts of Courage at the Board Table Speaker: Linda Wood Edwards, CAE (LUE-42 Enterprises)
<i>Session 5</i>	Future Proof Your Most Valuable Partnerships Speaker: Enette Pauze (Level 8 Leadership Institute)
3:15 pm – 3:30 pm	Break
3:30 pm to 5:00 pm	Concurrent Block 3
<i>Session 1</i>	Building Your Brand on a Budget Speaker: Dani Gagnon (The Like Button) <i>Sponsored by National Speakers Bureau</i>
<i>Session 2</i>	Mock Strategic Planning Session Speaker: Meredith Low, CAE (CSAE Ottawa Gatineau Network-Young Professionals)
<i>Session 3</i>	The Art of the Great Media Interview - Part 2 Speaker: Warren Weeks (Weeks Media)
<i>Session 4</i>	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)
<i>Session 5</i>	Executive Directors on Steroids: Boost Your Game by Building Your Team Speaker: Barbara Odenwald (InnovaMundi Consulting)
5:30 pm to 6:00 pm	Welcome Reception <i>Sponsored by The Westin Ottawa Hotel</i>

Thursday, October 25

7:00 am to 5:00pm	Conference Registration Open
8:00 am to 10:00 am	Showcase Breakfast <i>Sponsored by Hilton Worldwide</i>
8:00 am to 10:00 am	Keynote Panel Moderated by Nora Young (CBC Radio One) <i>Sponsored by Speakers' Spotlight</i>
10:00 am to 2:00 pm	Showcase OPEN
12:00 pm to 1:00 pm	Showcase Lunch <i>Sponsored by Tourism Hamilton</i>
2:15 pm to 3:45 pm	Concurrent Block 4
	Facilitated Discussions More details to come in September!
3:45 pm to 4:00 pm	Break
4:00 pm to 5:15 pm	Concurrent Block 5
<i>Session 1</i>	Small and Mighty: The Future State of Work for Associations Speaker: Margo Crawford (Business Sherpa Group Inc.)
<i>Session 2</i>	The Future of Association Leadership: Get Ready for 2020 Speaker: Jill Birch, PhD, CAE (BirchGrove Inc.)
<i>Session 3</i>	Is Your Association Still "Lobbying" Like It's 1999? Reboot Your Government Relations Strategy for 2020 & Beyond Speaker: Mike Chopowick, CAE (Ontario Waste Management Association)
<i>Session 4</i>	Designing Your Organization's Future Speakers: Geneviève Leclerc (Caravelle Strategies)
<i>Session 5</i>	The Hidden Secrets of Volunteer Leadership Speaker: Lori Gotlieb (Lori Gotlieb Consulting)
4:00 pm to 5:15 pm	Business Members Forum
6:15 pm to late	Reception & Gala Sponsored by Ottawa Tourism

Friday, October 26

7:30am to 2:00pm	Conference Registration Open
8:00 am to 9:00 am	Wake Me Up Breakfast
9:00 am to 10:00 am	Concurrent Block 6
<i>Session 1</i>	Youthquake: How Millennials Are Changing Everything Speaker: David Coletto, PhD (Abacus Data)
<i>Session 2</i>	Selling Happiness: How to Create Great Customer Experiences Speaker: Marc Gordon (Foreword Marketing)
<i>Session 3</i>	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)
<i>Session 4</i>	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)
<i>Session 5</i>	Digital Transformation. Who's Doing What? A Report from the Frontlines Speakers: Ashish Malik (108 ideaspac inc), Gerald Bramm (Bramm Research)
9:45 am – 10:00 am	Break <i>Sponsored by: Quebec City Business Development</i>
10:05 am to 11:05 am	Concurrent Block 7
<i>Session 1</i>	Lightning Talks Details to Come in September!
<i>Session 2</i>	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)
<i>Session 3</i>	Good Cybersecurity Doesn't Have to be Costly or Take Years to Build Speakers: Sunil Chand (Grant Thornton LLP), Sophie Doukas (Grant Thornton LLP)
<i>Session 4</i>	Breaking Down Barriers: How the RA Reimagined the Future Speakers: Bryan R. Merrett (Recreation Association of the Public Service of Canada), Tosha Rhodenizer (Recreation Association of the Public Service of Canada)
<i>Session 5</i>	Top 10 Human Resources Mistakes Employers Make (And How to Avoid Them) Speaker: Barry W. Kwasniewski (Carters Professional Corporation)
11:15 am – 1:15 pm	Final Act and Closing Keynote The Power of Principle: Fearless (as Possible) on the Rocky Road to Ethical Leadership Keynote Speaker: Denise Donlon <i>Sponsored by National Speakers Bureau</i>
12:15 pm to 1:15 pm	Closing Lunch Sponsored by Tourism Vancouver