



Education Day Evergreen Brick Works Tuesday, November 8, 2011

8:15 – 9:00 am **Continental Breakfast & Registration**

9:00 – 9:20 am **Welcome and Opening Remarks**

9:20 – 10:15 am **Innovate or Die**

Everyone wants it but so few people really ever have it. We all benefit from it. The best of the human race is revered for it. When it first happens it's ridiculed, then shamed - then silenced - then it's universal. It's preceded by being wrong and failing, a lot. It's rare and hard and ridiculously easy and everywhere. It's the main ingredient to competitive advantage and the greatest danger to the business. It leads to greatness. It leads to chaos. It's the nuclear fusion of the corporate world. You need it. Understand it and grow as a professional in ways that amaze you.

Vittoria Wikston of LuvVITT Solutions & Friends

10:15 – 10:45 am **Networking Break**

10:45 – 11:45 am **Life's a Pitch...**

Every day we have the opportunity to make a positive impression and strengthen our relationships. Whether it's an internal meeting, a pitch to a client or a conversation with a colleague, learn to be 'good in a room' by employing communication skills which inspire others to want to do business with you. Presentation skills coach and speaker, **Lindsay Leese**, leads a fun, interactive session in which participants learn by doing. Lindsay's approach draws upon her background as an experienced professional actor and improviser, and her belief that "It's not what's said, it's what's *received*."

11:45 – 1:15 pm **Lunch and optional tour of Evergreen Brickworks**

1:15 – 2:00 pm **Procurement – Friend or Foe?**

More and more planners and suppliers encounter the dreaded "procurement" department. Are they as bottom-line focussed and coldly unemotional as the rumours suggest? Or are they just misunderstood and want to be loved? Attend this session and learn how to build productive

working relationships with procurement specialists.

Panel presentation includes procurement, planner and supplier insights.

2:00 – 2:45 pm **Communication Between the Generations – Young Leaders Rule!**

Picture this....two 25 year olds, two 40 year olds and two 50 something year olds at round tables discussing current industry and global economic hot topics – with the very likely outcome that there will be widely varying and uniquely interpreted POVs.

Site Canada Young Leaders

2:45 – 3:15 pm **Networking Break**

3:15 – 4:00 pm **Panel Debate – Suppliers take the stage to tell you their side of the story**

RFPs sent to way too many suppliers? Seemingly ridiculously short lead times provided? Unreasonable concessions requested? In this spirited session, we'll hear the supplier's side of the story and solutions that will aid communications, manage expectations, and streamline the process to yield happy and harmonious buyer - seller relationships. The panel will have representation from the hotel, tourism office, AV and DMC side of our business.

Panel presentation focused on supplier insights.

4:00 – 4:30 pm **Wrap – up and Closing Comments**

4:30 – 6:00 pm **Wine Reception**