

# GETTING OUR A.C.T.S - TOGETHER FALL CONFERENCE

November 6 - 8, 2019

## DRAFT AGENDA

### **SCENE 1: Wednesday, November 6th**

CEO Board of Directors Meeting

Registration - 3-6pm

Opening Reception - 6pm

Dinner - 6:30pm

Networking in the 'Green Room' 8pm - ?

### **SCENE 2 - Act 1: Thursday, November 7th**

Buffet Breakfast will be followed by opening remarks

*'Rebel With a Cause'* The New Model of Corporate Citizenship  
Starring: Sevaun Palvetzian, CivicAction

(Sales & Retention) Starring: Jim Janzen, Senior Vice President YMCA Ontario Resource Development Centre,  
YMCA of Greater Toronto

Networking Break

*'The Retention Conundrum': Understanding the Problem, Create, Roll Out, Communicate, Rinse & Repeat*  
Starring: David Wojcik, President & CEO, Mississauga Board of Trade

Updates

Lunch / Networking Break

### **SCENE 2 - Act 2: Thursday, November 7th**

*'Concurrent programs running throughout the afternoon include:*

*'The Neverending Story': How Effective Advocacy is an Intersection of Public Affairs in Story-telling*  
Starring: Michelle Eaton, Ontario Chamber of Commerce

*'In The Loop': An examination of advocacy at the local municipal level from cultivating relationships, understanding where as a chamber it is best to be involved, and creating content that makes an impact.*  
Starring: Sandra Dueck, Greater Peterborough Chamber of Commerce

(Sales & Retention Roundtable) Starring: Anna Adams, Mississauga Board of Trade

(Sales & Retention) TBD

Networking Break

Advocacy Panel Discussion

*'Wag the Dog': How to advance your agenda through effective engagement and communications*  
Starring: Paul Deegan, Deegan Public Strategies

### **Special Supporting Roles include:**

'Supporter Showcase' all day Thursday

'The Silent Auction - help build our bursary fund

'Bring a Bottle' - A chance to have some fun and win prizes!

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### SCENE 2 - ACT 3: Thursday, November 7th

Reception and Dinner hosted at Toronto Region Board of Trade starring:

- Jan DeSilva, President and Chief Executive Officer, Toronto Region Board of Trade
- World Trade Centre Toronto

End the evening with some Toronto nightlife or come back to the 'Green Room' at the Chelsea for a nightcap and networking

### SCENE 3 - Act 1: Friday, November 8th

Start your day with a buffet breakfast, followed by a morning of 'Shorts' (peer to peer discussions) on the topics that are relevant to you.

We'll close the conference with a fantastic lunch!



*"A DAZZLING in-depth PRODUCTION!"*

Delve into the intriguing world of Advocacy, Communications, Training and Sales - Together!

**YOUR HOST FOR THIS EVENT IS THE CEO CONFERENCE COMMITTEE**