



Full Program

(Subject to change without notice)

Sunday, November 23rd

12:00 pm – 6:00 pm	Registration & Information
2:00 pm – 4:00 pm	Site Inspection of Fairmont Queen Elizabeth
3:30 pm – 4:00 pm	Refreshment Break <i>Sponsored by Victoria Conference Centre</i> Learning Lounge / Conversation Areas <i>Sponsored by Palais des congrès de Montréal</i>
4:00 pm – 5:30 pm	Opening Ceremonies with Keynote Speaker Olympic Medalist Mark Tewksbury and Olympic Coach Debbie Muir <i>Sponsored by Speaker's Spotlight</i>

Great Traits with Mark Tewksbury and Debbie Muir - Inspiring Excellence

CEU: 0.1

Founded by Olympic champion Mark Tewksbury and Olympic coach Debbie Muir, Great Traits is a program that teaches people to be victors in their own right. Using stories, activities, heart, and humour, Tewksbury and Muir connect individuals, teams, and organizations to the fundamental principles that drive achievement, leadership, and lasting legacies. Tewksbury holds gold, silver, and bronze Olympic medals, and acted as the Chef de Mission for the 2012 Olympic Games. He has been named the "Canadian Athlete of the Year," and inducted into the Canadian Olympic Hall of Fame, the Canadian Sports Hall of Fame, and the International Swimming Hall of Fame. Known as the "Coach of the Coaches," Muir heads the Canadian Olympic Team, in addition to being an instrumental member of the Own the Podium program. She was a Pan American Games medallist in synchronized swimming, going on to become the head coach of the Canadian National synchronized swimming team for 15 years. She was inducted into the Canadian Sports Hall of Fame in 1995, and she became the Canadian Olympic Committee Mentor Coach in 2008. Together, Tewksbury and Muir are the authors of *The Great Traits of Champions: Fundamentals for Achievers, Leaders and Legacy Leavers*.



6:00 pm – 9:00 pm	Welcome Reception & Networking event <i>Sponsored by the Fairmont Hotels & Resorts</i>
-------------------	--------------------------------------------------------------------------------------------



Monday, November 24th

7:30 am – 5:00 pm	Registration & Information
7:30 am – 8:30 am	Breakfast <i>Sponsored by Quebec City Convention Centre & Québec City Business Destination</i> Learning Lounge / Conversation Areas <i>Sponsored by Palais des congrès de Montréal</i>
8:30 am – 10:00 am	Morning Plenary Session with Keynote Presentation Dr. David Williams <i>Sponsored by the National Speaker's Bureau</i>

Record-breaking Astronaut and Aquanaut, CEO Southlake Regional Health Centre

CEU: 0.1

With a passion for healthcare and risk management, prior to entering the Canadian Space Agency's program, Dr. Dave Williams worked as an Emergency Room Doctor and later as Director of Emergency Services at Sunnybrook Health Sciences Centre in Toronto. Formerly the Director for the McMaster Centre for Medical Robotics, where he led a team dedicated to developing innovative technologies to assist the development of local and remote patient care. In July 2011 Williams became President and Chief Executive Officer of Southlake Regional Health Centre. In June 2012 Williams was inducted into the Canadian Aviation Hall of Fame. Dave Williams joined an exclusive club when he blasted into space aboard the Space Shuttle Columbia, and again on Shuttle Endeavour where he walked out into the great beyond. Having also lived and worked in the world's only underwater ocean laboratory, he became Canada's first dual astronaut and aquanaut. Williams is one of the NASA space program's most accomplished astronauts, setting records in spacewalking. The veteran of two space shuttle missions has logged more than 687 hours in space, including three spacewalks, the highest number of spacewalks ever performed in a single mission. His work with NASA also continued on the ground when the space agency appointed him as director of the Space and Life Sciences Directorate, making Williams the first non-American to hold a senior management position.

Risk Management - Don't take chances; Manage Risks

Williams believes in a "no error strategy," which involves defining methods that establish zero tolerance for mistakes. Relying on his experience as an emergency room doctor and as an astronaut, he knows the catastrophic consequences that can happen when lives are at stake.



10:00 am – 10:30 am	Refreshment Break <i>Sponsored by Victoria Conference Centre</i> Learning Lounge / Conversation Areas <i>Sponsored by Palais des congrès de Montréal</i>
---------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------



10:30 am – 12:00 pm Concurrent & Learning Lounge Sessions

Collaborating to Enhance the Attendee Experience

In collaboration with the Canadian Association of Exposition Management (CAEM)

CEU: 0.2

Track: Trade Show Management

Planning an event is much like a juggling act – with countless moving parts it’s not always easy to keep things on track and ensure consistent, collaborative communication between all planning parties.

This is especially true in instances where an event has multiple components such as a tradeshow, educational sessions, networking receptions and special events. To create a seamless and fully engaging attendee experience, it is imperative that exhibit floor show managers and session program planners collaborate and work together to create and deliver a unified event experience.

From the initial planning phase, elements on the exhibit floor, including exhibitor and sponsor requirements need to be considered and deliberated along with the elements of the educational sessions and networking events that attendees will be a part of. These two pieces cannot be developed in isolation. To enhance the attendee experience, the event must be created as a whole and elements from the educational sessions must support the activities on the exhibit floor and vice versa.

This session will discuss the importance of collaboration and partnership in the creation and execution of a successful conference and tradeshow – all with the aim of enhancing the attendee experience and delivering greater value to all participants.

Learner Outcomes

- The importance of collaboration and partnership
- How to create and execute a successful even my working together
- Create a unique attendee experience and deliver value to participants

Co-Presenters

- Isabella Wai, CEM, HealthAchieve, Ontario Hospital Association
- Lina Pallotta, HealthAchieve, Ontario Hospital Association

We’re not Friends: How to Stop Looking Stupid on Social Media

CEU: 0.2

Track: Marketing

Did you know that only 7% of all word of mouth happens online?* Did you know the majority of social media campaigns only have a 10% success rate?*** Companies are spending LOTS of time, money and resources on social media, trying to engage their customers with the ultimate goal of increasing sales. But for the most part it’s not working. FACT: Consumer activities influence what is shared online, but what is read online rarely influences their activities. So what can your business do? What if you could change your online strategy to interact with people in a way that reinforces their actions instead of trying to change them? You’re in for an hour of ground-breaking insights and instruction that will forever change the way you use social media as a marketing tool.

Learner Outcomes

- The impact of FOLLOWS and LIKES to your bottom line.
- Timing & influencing the buying decision through social media.
- Effectively integrating social media campaigns with conventional marketing tools
- What photos, blogs and tweets are best for your company

Solo Presenter

- Marc Gordon, Fourword Marketing



Mobile is Eating the Web

CEU: 0.2

Track: Innovation in Event Design & Technology

If you thought social was an important trend, hold on to your socks. We have officially entered the post PC world and mobile will transform EVERYTHING from marketing to how people search, socialize, communicate, pay, collect loyalty points, track their health, play games, capture leads, network and get sponsors.

This session will cover the critical elements you need to know to operate your event business in the mobile post PC era and will cover the topics below: -trends in social media and what it means to your mobile strategy -search tips, SEO and how to be found online -using push notifications to grow engagement -live polling and other live engagement tools -mobile check-ins & accreditation -mobile learning games and other fun tools -networking tools: group chats & delegate messaging -responsive sites vs. native apps -lead capture and CRMs -mobile sponsorship: the new frontier.

The presentation will be interactive and naturally, will include a mobile app.

Learner Outcomes

- How to be found online in a mobile world
- Key mobile tools to improve the event for attendees
- Improving networking at events with mobile tools Learning
- Mobile sponsorship: an exciting new frontier

Solo Presenter

- Allan Isfan, My Event Apps/FaveQuest

Financial Literacy for Meeting Professionals

CEU: 0.2

Track: Management & Leadership Skills

As a meeting professional, you are closely connected with the smallest details in many meeting and event budgets. And those budgets can add up to big numbers and significant revenue streams. But are you privy to the bigger financial picture within your organization? Do you have a broader understanding of business finance, allowing you to communicate convincingly with leadership? Likewise, if you are a hotel and DMO sales person aspiring to move up the corporate ladder, how well versed are you in advanced analysis (forecasting, labor and scheduling, Pace reports, revenue management, and more complex financial matters seldom shared beyond principals and CFOs?)

Learner Outcomes

- Think like the CFO and talk numbers in a way that makes sense to the C-Suite
- Learn the three different budgets organizations use in financial management, including one you can use as a project management tool
- Understand essential concepts and formulas
- Identify the types of financial information essential for hotel and DMO sales staff career advancement

Solo Presenter

- MaryAnne P. Bobrow, CAE, CMP, CMM, CHE, Bobrow Associates Inc.

App-solutely No Pitching

CEU: 0.2

Track: Innovation in Event Design & Technology

In this session we aim to go beyond the common suppliers' pitches and talks of app features to hear real-life experiences of meeting planners who have gone through the selection to implementation process of an app for their meeting. Are there other uses for an app at your meeting? You'll hear from someone who used the app to do fundraising at her event. Others have used an app specific to manage volunteers at their events.

We hope to go behind the scene of what happens once you've signed up with a supplier, in an hope to share lessons learned and inspire creative ways apps can be used to fill in a planner's need, an organization's business objective and/or attendees/partners' expectations.



What worked? What didn't? Was it worth it? What advice would you give someone considering an app for their event? If you would do it again, what would you do differently?

In this unfiltered panel discussion, participants are invited to engage in this highly interactive session aimed at unveiling lessons learned and discovering new creative ways one can use an app for their event. Participants will leave with a list of Dos and Don'ts helping them make better decisions in deploying their event app.

Learner Outcomes

- Hear from client/planner side lessons learned
- What to ask for when choosing a provider
- Ideas of how to maximize use of the event app

Co-Presenters

- Rachel Stephan, sensov/event marketing (Presenter/Moderator)
- Jacqui Sullivan, CMP, Absolute Conferences & Events
- Carole Brault, CMP, Canadian Produce Marketing Association
- Jennifer McAndrew, Mastermind Events

Waste Not Want Not – Donating Leftover Event Food

CEU: 0.2

Track: The New Normals – Issues of Etiquette, Ethics and Image

Food donation is not a new term; many hotels have participated in various donation programs over the years. However, there are inherent risks associated which have often limited what can be donated. Event food waste is never pleasant to see for a meeting planner, but it feels beyond our control to do anything apart from greater accuracy on guarantees. For kitchen staff, 5% or more of their hard work can go straight in the compost or even worse, the garbage and that can be hard to swallow. Come to this session and learn about innovative programs that are gain traction in Canada to reduce risk, reduce waste, help communities and improve morale in the kitchen. Learn how planners can "make the ask" to ignite positive change in our industry!

Learner Outcomes

- Learn how to convince the venue you are working with to donate more of the food from your event to a local shelter without risk
- Discover the real influence meeting planners have in getting innovative programs going in venues
- Determine how venue operators engage their staff to embrace better food practices
- Understand the benefits of food donation for you as host, the venue, the community and the meetings industry.

Co-Presenters:

- Sandra Wood, CMP, Meeting Planner, Canadian Medical Association
- Mr. Didier Luneau, General Manager, Westin Calgary
- Jean-Francois Archambault, Founder, La tables des chefs
- Gerry Legatos, Procurement Manager Welcome Hall Mission
- Kathryn Stephens, Senior Manager, Development And Public Relations Welcome Hall Mission

MINI SESSIONS & LEARNING LOUNGE DEMOS/PRESENTATIONS

Track: Innovation in Event Design & Technology

Brands-on Hands-on: How Sponsors Can Get Involved Beyond the Banner Ad (30 min)

Are you looking to offer your sponsors something new this year? Instead of providing banner ads and posters that sit on the sidelines, get your partners involved and engaged with interactive sponsorship opportunities. From one-on-one conversations on your mobile app to event-wide games for all, sponsors can get involved and create connections without having to be "that sales guy". With fun, engaging strategies, your sponsor will become an integral part of the event – something your attendees and sponsors will never forget.

Learner Outcomes

- Learn new ways sponsors get be active and involved at your events using technology
- Hear the best ways to pitch new interactive opportunities to sponsors



- Discover how corporate events can take advantage of sponsorship opportunities

Co-Presenters

- Shannon Desouza, Manager, Event Strategy Eventmobi

Learning Pod Session 1 – Palais des congrès de Montréal (15 min)

Learning Pod Session 2 – EventMobi (15 min)

Learning Pod Session 3 – D.E. System (15 min)

12:00 pm – 1:30 pm	Networking Lunch <i>Sponsored by Niagara Falls Tourism and the Scotiabank Convention Centre</i>
1:30 pm – 3:00 pm	Concurrent & Learning Lounge Sessions

Conference Networking – Leveraging The Network Effect

CEU: 0.2

Track: Marketing

Networks now rule the world: information networks, techno-logy networks and yes, social networks. Networking has become a strategic business skill area that is a requirement for professional and personal success. The key to unlocking this incredible resource in a conference environment lies in being more aware of the power of conference contacts, becoming more skilled at managing these time-limited yet potentially- productive interactions and managing the relationship-building process that solidifies these invaluable future assets.

This highly interactive session addresses the most common networking myths, explores secret network principles and supplies success strategies for creating and leveraging a network of relationships that guarantee long term business success.

During this session, participants will discover how to mine and maximize every conference networking contact. As a result of participating in this program, they will have the ability to build more productive and profitable relationships.

Learning Outcomes

- Increase awareness of conference networking power & potential
- Supply practical, proven conference networking strategies
- Offer real-time networking exercises to stimulate implementation of material discussed
- Have attendees continue using the content to get more value from the conference.

Solo Presenter

- Michael J. Hughes, NFR Consulting Group

5-Minute Marketing: Tips & Trends for the Time Starved

CEU: 0.2

Track: Marketing

Whether you are an entrepreneur, come from a small business or corporate background, Mary makes a complex subject simple. Pithy, irreverent, but never short on actionable detail, information is presented in a compelling and memorable way; through storytelling in short segments on a variety of marketing topics. Mary will look at trends and opportunities, with a particular focus on relevancy for planning and meeting professionals, and inspire you with actionable marketing ideas that you can put to work right away. Topics covered in this session will include:

- We are all connected: using social media to tell your story
- Disruption: thriving and seeing opportunity instead of threat
- Tracked, targeted & tired: consumers go private in public
- Word of mouth: using the power of one to reach the power of many
- Going viral: making your message sticky and helping it spread
- Content is king but creating community is queen

Expect to be inspired and entertained with Mary's clean design use of visuals, and video content to compliment her talk. There will also be an opportunity for interactivity, discussion and application for those in attendance.



Learning outcomes:

- Understand emerging trends in marketing and how they will effect meeting and planning professionals.
- Gain insights to maximize your free publicity efforts.
- Learn how to use various media to create community with your target market.

Solo Presenter

- Mary Charleson, MBA, Charleson Communications
-

Connectivity: Elevating the Bandwidth Conversation

CEU: 0.2

Track: Innovation in Event Design & Technology

Given the pace of technological change and consumer usage patterns, do today's planners and suppliers possess sufficient knowledge about connectivity (High Speed internet Access/HSIA) to ask the right questions and achieve the desired outcomes?

Planners know about the importance of event history and understand projected needs like food and beverage consumption and attendance numbers, but many don't know how much High Speed Internet Access (HSIA) bandwidth they use, how it is being used, whether they are receiving what they contracted for, and/or what level of service is required.

With tech milestones such as the introduction of the iPhone (2007), the Android, and the iPad, device adoption rates have skyrocketed along with increased consumer demand for better connectivity and faster access. Internet access has gone from "nice to have" to "must have" both for event attendees and meeting professionals. This program was developed by and is delivered under the auspices of the CIC.

Learner Outcomes

- Develop strategies regarding connectivity purchases to meet content delivery and attendee expectations
- Improve the negotiation process for connectivity purchase
- Heighten attendee satisfaction and meet the growing demands for provision of adequate bandwidth

Solo Presenter

- MaryAnne P. Bobrow, CAE, CMP, CMM, CHE, Bobrow Associates Inc.
-

When is Risk Management/Profit Sharing Model the Right Pricing Model – Higher Risks for a Much Higher Reward!

CEU: 0.2

Track: Risk Management

This session will provide an overview on the various pricing models PCO/DMC's/Meeting planners (MP) today have to work with and from our experience which model is best used in what circumstances.

Pricing model options that will be covered:

- Fixed management fee or honorarium and/or % of the budget
- A management fee per delegate
- A management fee per abstract/paper handled
- A management fee per s.q.m. of exhibition space sold
- A management fee for sponsorship sold
- Commissions & Mark ups
- Profit Sharing (Sharing the risk!)

Learner Outcomes

- What clients are the right clients for a profit sharing model?
- How to qualify clients – are they high risk or low risk candidates for the profit share model?
 - Steps on how to qualify a completely cold call client
 - What to ask to get more information to make a more informed decision on whether or not to profit share
- How to deliver a profit share model to the client
 - Building a budget



- How to illustrate it within a proposal
- The importance of spelling everything out during the contract stages and how
- Profit sharing models on additional services

Solo Presenter

- Jade Sebek, MCI Canada

MINI SESSIONS

Creating and Living in a Home Office (60 min)

CEU: 0.1

Track: Personal Development

Many people, both on the planner and supplier sides, are facing the situation where they are either given permission to work from home or are forced to work from home for various reasons. This session focuses on what you need to do to properly set up a home office in terms of space, equipment and mind set.

Learner Outcomes

- To know what space and equipment you will need to properly set up a home office
- To learn how to manage time, including how to create and maintain a healthy home/work life balance

Co-Presenters

- Claude Brodeur, Bristol-Myers Squibb Canada

LEARNING LOUNGE DEMOS/PRESENTATIONS

Track: Innovation in Event Design & Technology

Learning Pod Session 4 – Palais des congrès de Montréal (15 min)

Learning Pod Session 5 – ChorusCall (15 min)

Learning Pod Session 6 – EventDawn (15 min)

Learning Pod Session 7 – Fave Quest (15 min)

Learning Pod Session 8 – InitLive Inc. (15 min)

1:30 pm – 5:00 pm Concurrent Session

Creating Accessible Conferences and Events

Sponsored by Delta Hotels and Resorts

CEU: 0.3

Track: Innovation in Event Design & Technology

Using the Accessibility for Ontarians with Disabilities Act (AODA) as a guide to best practices, how do we make our conference accessible and compliant? The Act specifies that provider shall use reasonable efforts to ensure that its policies, practices and procedures are consistent with the following principles:

- 1) The goods or services must be provided in a manner that respects the dignity and independence of persons with disabilities.
- 2) The provision of goods or services to persons with disabilities and others must be integrated unless an alternate measure is necessary, whether temporarily or on a permanent basis, to enable a person with a disability to obtain, use or benefit from the goods or services.
- 3) Persons with disabilities must be given an opportunity equal to that given to others to obtain, use and benefit from the goods or services.

Knowing this, how do you make your conferences and events accessible and compliant? Join this session and discover how to ensure your room set-up, your audio-visual including webcasting, and your on-line technologies, under the Web Content Accessibility Guidelines (WCAG) 2.0 (i.e. website, registration system, social media presence and outreach, etc.), address the needs of all your attendees and enhance their learning opportunities.

Learner Outcomes

- Learn how to work with your audio-visual supplier to ensure your audio-visual enhances learning for attendees with disabilities or special needs.
- Learn what questions to ask your webcasting provider to ensure your system provides enhanced accessibility
- Learn how on-line technologies work, what technologies are available, and what questions to ask, under the



Web Content Accessibility Guidelines (WCAG) 2.0, to ensure the technology works for attendees with disabilities or special needs

- Learn what to take into considerations when setting up your meeting rooms so attendees with disabilities or special needs have the best experience possible
- Learn How to conduct an accessibility tour / facility audit

Co-Presenters

- Chuck E. Schouwerwou, CMP, CMM, ConferSense Planners Inc.
- Diane King, Freeman Audiovisuals Canada
- Francois Brunet, D.E. Systems
- Gaylene Van Dusen, Chorus Call Canada Corp

3:00 pm – 3:30 pm	Refreshment Break Learning Lounge / Conversation Areas <i>Sponsored by Palais des congrès de Montréal</i>
3:30 pm – 5:00 pm	Concurrent & Learning Lounge Sessions

Partnering to Achieve Results – Integrating Services Contractors into your Planning Team

In collaboration with the Canadian Association of Exposition Management (CAEM)

CEU: 0.2

Track: Trade Show Management

While show service contractors are meant to provide a specific service in the development and execution of an event, their involvement need not be so far removed from the planning process. Partnering with show service contractors to collaborate as part of your core team will help to ensure you are tapping into their expertise and making the most of the knowledge and experience they have to offer.

Involving show service contractors in your event at the end of the planning cycle is a missed opportunity to enhance your offering and ensure a seamless delivery of the event. Getting all parties together at the beginning of the planning process brings forth the opportunity to conceptualize new ideas, discover opportunities for cost savings, and obtain feedback on how to best move forward through the planning, development and implementation stages to obtain the best possible outcomes.

With experience working with other events from varying industries, your show service contractors are a gold mine of information and ideas. What you may not have thought possible, they can help make a reality. What you think might be the best option for your event, in reality, may have less promising outcomes.

This session will discuss collaboration as an investment. It will cover the basics of how to go about selecting your show service contractors while focusing on how to collaborate with them for mutual benefit. You will learn of the challenges, identify the opportunities and know how to harness them for the results you need.

Learner Outcomes

- How to see collaboration with partners as an investment
- The basics of how to select show service contractors
- Learn from challenges and identify opportunities together
- Benefits of integrating show service contractors as part of your planning team

Co-Presenters

- Isabella Wai, CEM, HealthAchieve, Ontario Hospital Association
- Lina Pallotta, HealthAchieve, Ontario Hospital Association

Creating Brain Friendly Conferences



CEU: 0.2

Track: Innovation in Event Design & Technology

Q: What weighs three pounds, has more than 1,000 trillion connections and controls your annual meeting?

A: Your attendee’s human brain.

This thinking muscle affects your conference success more than you realize. Yet, often we plan meetings and events without thinking about the impact of our meeting design on the attendee’s brain. What is the best way to provide information, content and education at conference and event? For example, talking heads, passive listeners, audience



engagement, active participation or something in between? Which juices the brain?

Today's brain science has identified several critical strategies to consider during the conference planning process. Implementing these will create sizzle and substance for your brain-friendly conference.

Learning Outcomes

- Compare and contrast information, education and learning in today's conferences.
- Discuss seven brain-friendly strategies used in successful conference design.
- Explain the importance of effective attendee engagement tactics in today's conferences.

Solo Presenter

- Jeff Hurt, Velvet Chainsaw Consulting

Change your Thinking, Change your Life

CEU: 0.2

Track: Personal Development

As a certified hypnotherapist and cognitive behavior therapist I understand the problems caused by stress both in the workplace and at home. In fact, emotions like fear, anxiety, anger and resentment account for 80% of all stress.

Studies have shown that problems in our lives can be narrowed down to three areas: 1. TOXIC THINKING: A poor or negative attitude and chronic complaining cause anger and frustration which in turn leads to a toxic work environment. 2. PERSONAL & BUSINESS PRESSURES: Deadlines, personal crises, time and money problems cause anxiety and depression which in turn leads to increased mistakes and absenteeism. 3. POOR COMMUNICATIONS SKILLS: Not listening and improper handling of employee situations cause resentment, anger, employee apathy and disgruntlement.

The good news is my seminars help deal with all these issues by taking an innovative look at how our thoughts can either empower us to greatness or burden us with problems.

Learner Outcomes

- Creating more happiness
- Achieve your life goals
- Understanding the secret to success
- Developing a positive mental attitude

Solo Presenter

- Gary J. Summers, M.P.E, CHT, CCBT , CAPS, CanFitPro

WindCity – The Making of a Convention Center Web Comedy Series

CEU: 0.2

Track: Marketing

WindCity is Canada's first ever locally branded web comedy series, and it features the city's convention centre! Branded Entertainment isn't new to the digital landscape. Global brands such as BMW, Ikea, Intel and Toshiba, have partnered with Hollywood filmmakers and invested millions of dollars to produce original web series that engage new audiences. But can a short-format comedy series be used to promote a city, along with its convention & tourism related infrastructure?

In a session that feels more like a movie screening, you will watch clips from the show and hear from WindCity's creator Paul Vieira, as he shares key lessons learned while partnering with RBC Convention Centre Winnipeg to create a comedy series. The show builds anticipation for the convention centre's expansion and great new attractions such as the Canadian Museum for Human Rights.

As a conference or event management professional, you will be inspired by the practical insights and techniques that were used to: • raise over \$350,000 in brand sponsorship in exchange for "screen time" • write and design engaging content that carefully balances story with marketing messages • manage an ambitious production on time and on a limited budget • execute an extensive earned and social media campaign that garnered over 10.7 million online digital impressions.



No other convention centre or city has done anything quite like this before. If it can happen in Winnipeg, it can happen anywhere! Preview the WindCity trailer - <http://youtu.be/XbQOF6uL8dQ>

Learner Outcomes

- Explore the concept of creating branded entertainment (including live events)
- Examine innovation in sponsorship & brand investment
- Gain greater skill in production management
- Learn techniques in online promotion that leverages the power of social media

Solo Presenter

- Paul Vieira, Starfish Media with RBC Convention Centre Winnipeg

MINI SESSIONS

Get in the Game! Gamification of Meetings & Events (30 min)

Track: Innovation in Event Design & Technology

Learn how mobile gaming is changing the way attendees experience events. Explore the psychology behind how games and interactive activities at live events affect attendees' attention, learning capacity, and drive to participate. Find out how "Gamifying" your mobile event app and using interactive technologies such as ARS (Audience Response System) can transform smartphones and tablets to become part of the event experience.

Learner Outcomes

- Learn how gaming can increase motivation and engagement
- Target gaming elements that will fit your goals and audience
- Discover how gaming can increase attendee loyalty
- Find out the key elements to a successful event game

Solo Presenter

- Stephanie Robinson EventMobi

CEU: 0.1

Web Marketing/SEO Session (60 min)

Track: Marketing

Being found in search engines is extremely important for all associations, big or small. Stats prove over and over again that SEO is the most cost-effective way to generate lead traffic to websites. The recent Canada anti-spam law (CASL) has prompted a growing need for associations and events to invest in online acquisition campaigns to increase their pool of prospective participants and members. This is an introduction on how to adapt SEO for your events, how to maximize your online marketing efforts, how to design your website with the right personas in mind, and how to convert visitors into attendees.

Learner Outcomes

- How to adapt SEO for your events
- Design your website with personas in mind
- Maximize online marketing for events
- Marrying SEO (Search Engine Optimization) and CRO (Conversion Rate Optimization)

Solo Presenter

- Rachel Stephan, sensov/event marketing

LEARNING LOUNGE DEMOS/PRESENTATIONS

Learning Pod Session 9 – Palais des congrès de Montréal (15 min)

Track: Innovation in Event Design & Technology

CERTIFIED MEETING PROFESSIONAL (CMP) – The Proven Credential for Enhancing Your Successful Career (60 min)

CEU: 0.1

Track: Personal Development

Do you want to elevate your career immediately? Increase positive recognition in your profession? Do you need to

www.pcma.org/cic



review your industry standards? If the answer is YES, then you are ready to accomplish the greatest certification in the world – the CMP! THE TIME IS NOW! More than 16,000 meetings industry professionals in 35 countries have earned this prestigious designation and the certification requirements are based on your professionalism. The time is now for you to join the “elite of excellence” within the meeting, convention and exhibition industry.

Here’s how... attend this educational and interactive program while discovering various successful approaches to the necessary yet important information to help you certify or re-certify for the exam. Receive a body of knowledge - tools, skills, guidelines and industry trends to help you obtain certification in support of the industry, your job and more importantly – YOU! Whether you are a meeting or supplier professional, your time well spent in this finest preparation “information packed” program will help solidify confidence and connectivity to advocate your true worth.

Don’t miss out on the most up-to-date Convention Industry Council (CIC) standard requirements to establish your credibility within the hospitality profession.

Learner Outcomes

1. Practice techniques in several prep exercises including a mini mock exam;
2. Learn to build or recap budgeting through successfully proven methods and formulas;
3. Understand your certification value to receive real results – business!

Solo Presenter

- Deborah Gardner, CMP, DG International

5:00 pm – 6:00 pm	PCMA Canada East Chapter Annual General Meeting
6:00 pm – 7:00 pm	Tweet-Up Reception <i>Sponsored by Ottawa Tourism</i>

The Ottawa Tourism Tweet-up at PCMA CIC!

Multitask with Ottawa Tourism. Start your free evening by mingling with fellow conference attendees while learning a thing or two about twitter (and Ottawa!).

Before you go:

- Speak only in hashtags. For inspiration: <http://www.youtube.com/watch?v=57dzaMaouXA>

All PCMA Canada Innovation attendees are welcome! If you’re not on twitter – not to worry. As always, we’ll be offering Twitter 101 sessions.

When: Monday, November 24th 6-7pm.

Where: Fairmont Queen Elizabeth - Les Voyageurs 2 (located at the back of Lobby bar)

#MeetInOttawa
#PCMACIC

Evening	On own or Open for Supplier-hosted events
---------	-------------------------------------------



7:30 am – 5:00 pm	Registration & Information
7:30 am – 8:30 am	Breakfast Learning Lounge / Conversation areas <i>Sponsored by Palais des congrès de Montréal</i>
8:30 am – 10:00 am	Morning Plenary Session with Keynote Presentation Greg Johnson <i>Sponsored by the National Speakers' Bureau</i>

Storm-Chaser and Severe Weather Expert

CEU: 0.1

Greg Johnson, one of North America's top professional storm-chasers and severe weather experts, is also an accomplished photographer, speaker, author and workshop leader. Having graduated from Canada's renowned Acadia University, and after founding and building a leading successful communications, marketing and advertising firm from the ground up, Greg decided it was time to devote himself full-time to pursuing his passion for capturing nature's most beautiful and deadly displays of severe weather. With over ten years of experience, Johnson enjoys chasing classic prairie thunder and lightning storms, tornados, hurricanes, blizzards, and plans to continue traveling the world year-round to satisfy his appetite for capturing extreme weather. Using sophisticated weather-tracking technology, his ability to read severe weather patterns and a team of dedicated sidekicks, Greg has put over 200,000 kms on his Tornado Truck, intercepting and documenting hundreds of storms across the United States and Canada since 2011 alone. His recent experiences include documenting and compassionately sharing the aftermath of the massive twisters that devastated Joplin Missouri, Moore Oklahoma and El Reno Oklahoma. Additionally, Greg's skills are now being retained by the outdoor festival industry in order to assist organizers in ensuring their large crowds are kept safe from sudden and severe weather risks. Greg is the author of the Blown Away, A year through the lens of The Tornado Hunter, a best seller and gold medal award winner for design. A firm believer in the 'Bucket List' philosophy, Greg's mission is to inspire others to chase their own passions, while sharing and teaching the lessons he has learned from pursuing his.

Legacy: In this presentation, Greg talks about the intangible thing that we pass on to our children. Pulling from his personal experiences, he shares how one can pass down a positive experience.



10:00 am – 10:30 am	Refreshment Break <i>Sponsored by Starwood Hotels & Resorts</i> Learning Lounge / Conversation Areas <i>Sponsored by Palais des congrès de Montréal</i>
10:30 am – 12:00 pm	Concurrent & Learning Lounge Sessions

Trade Show Management – From Concept to Completion

CEU: 0.2

In collaboration with the Canadian Association of Exposition Management (CAEM)

Track: Trade Show Management

Planning and organizing a trade show is multi-faceted, time consuming and requires both technical and people skills.

This session will cover the steps and best practices to deliver a trade show from the initial idea to planning, coordinating, execution and evaluation. It will cover all aspects of project management; incorporating the people: identifying & working with all stakeholders, building your team and monitoring; to the technical side of logistics including tasks, timelines, sales and marketing, site duties, floor plans, regulations, and evaluation.

Upon completion of this session you should have a clear understanding as to the entire process of trade show



management – what is required, what to expect and how to implement and bring it to a successful conclusion.

Learner Outcomes

- Understand the process
- Best Practices to help you plan
- Tips and Techniques

Solo Presenter

- Nancy Milani, CEM, CMP, Thunder Bay Chamber of Commerce

The Conference Innovators' DNA



CEU: 0.2

Track: Innovation in Event Design & Technology

Innovation. It's the heartbeat of today's economy. It's also where you as a convention sales professional need to focus your attention, time and resources to compete in today's marketplace.

Is innovation a talent from birth or something that can be learned and acquired? Good news...you can be more innovative and creative. You can change your behaviors and adopt critical innovative strategies.

Innovators think and act differently. They don't follow the status quo.

What are the traits of today's innovative professionals? How do they think and behave? Why don't they let traditional rules and the status quo stand in the way of their vision? What questions do they constantly use to benchmark their thinking? What are the skills needed for innovative thinking and behaviors?

Learner Outcomes

- Identify common traits of today's innovators.
- List four behaviors to adopt to create more innovation.
- Explore idea networks for diversity and innovation.

Solo Presenter

- Jeff Hurt, Velvet Chainsaw Consulting

Feed the Addiction: Video = Euphoric Results

CEU: 0.2

Track: Innovation in Event Design & Technology / Marketing

Have you experienced the phenomena of the non-reading conference attendee? The number of hours answering questions that have already been addressed is incalculable leaving you anxious and overwhelmed. Perhaps even feeling a little defeated and wondering if ALL the attendees are having issues maneuvering through a conference that you spent countless hours producing! Do not fret weary Meeting Professional! You are not alone.

Come to the Feed the addiction: Video = Euphoric Results we will help explain the dilemma and solutions to the new non-reader craze! Instructor Don England, CMM explains the prominent role video is playing in our digital brands, web presence and communications. The class will be presented with lecture and audience participation and lastly an exercise to that will engage and show examples of how video will help them better enter act and build relationship with their audience, visitors and clients - ultimately building

Learner Outcomes

- Increase registration through video engagement
- Discover statistics on just how powerful video has become
- Reduce the chaos of pre-conference material non-readers
- Increase engagement before, during and after while discovering new sponsorship avenues

Solo Presenter

- Donald G. England, CMM, Prismatic

Naked Negotiating – Exposing Advance Negotiation Formulas for Success

CEU: 0.2



In the world of business, there are simple negotiations like price, terms and concessions that are easy to define and the outcome of the process is mostly predetermined. However, in today's hypercompetitive global economy, the scope and significance of negotiations can involve intense, high-stakes interactions revolving around a series of complex daily issues. When facing these more sophisticated situations, negotiators need highly developed skills, techniques, formulas, methods and strategies that are often the difference between getting what you want and settling for what the other side will give you. BUCKLE YOUR SEAT BELT! Based on Deborah's popular book, *Exposing Advanced Negotiation Formulas for Success*, this fast-paced, high energy program is designed to provide practical help to meeting professionals while grasping the mindset of an advanced negotiator. Deborah will challenge you while giving real-life examples when dealing with vendors, suppliers, co-workers, employees, the boss, family friends and even the Starbucks coffee server. Even a seasoned negotiator will develop greater confidence and advanced skills that are necessary for success in the fast-paced world of complex negotiations. Attendees will participate in a practice-driven process that provides hands-on experience in effectively executing complex negotiations.

Learner Outcomes

1. Discover the logic and importance behind negotiating formulas
2. Uncover the 3 most effective ways to create value for you and the other side
3. Discuss your negotiating challenges while hearing a wide range of answers so you always look good naked

Solo Presenter

- Deborah Gardner, CMP, DG International

MVP – A New Paradigm for Meetings & Events

CEU: 0.2

Track: The New Normals – Issues of Etiquette, Ethics and Image

The world is changing and so is human behavior. Associations struggle to retain members as they face increasing competition from external sources who provide similar products and services at no cost. Along with a decline in membership comes a decline in attendance at association events, particularly those that formerly generated a substantial portion of the association's revenue. To remain relevant and attract a diverse group of multigenerational persons, associations are working to create a new MVP (member value proposition). Organizers of meetings and events, association or corporate, need to do likewise, creating an environment that engages attendees. What's your MVP (meeting value proposition)?

Learner Outcomes

- Create, revise, or update your MVP (meeting value proposition)
- Define attendee benefits that answer the attendees' question: What's in it for me?
- Develop descriptive promotional materials to engage multiple generations

Solo Presenter

- MaryAnne Bobrow, CAE, CMP, CMM, CHE, Bobrow Associates Inc.

Why Tell a Story?

CEU: 0.2

Track: Management & Leadership Skills

Why Tell a Story? Storytelling is an essential skill for leaders who want to capture the imagination of their employees and spur change. A key element in involving their imagination is by using a story to create mystery and engage their curiosity. Life today is overwhelming. When you offer a story that engages people at an emotional level, entertains them and ignites their passion, they will listen. When they are listening, you have influence. In fact, people will always listen to those who tell the best stories. The best stories are the ones that have the most meaning for the greatest number of people.

Learn how to ignite action, enable listeners to visualize the transformation needed to instill organizational values and establish identity and trust. It is important that you do not tell a single story, rather the characters and themes should be rich and diverse.

As a leader you can foster collaboration in which group members develop a shared perspective and create a link between now and a positive result tomorrow. Once people make your story their story, you have tapped into the



powerful force of faith. Storytelling creates a natural, collaborative connection between leaders and members of the organization.

Learner Outcomes

- How can I use the power of story to move my organization/team forward?
- What and how great leaders tell great stories?
- What style of story is used and when as a leader?

Solo Presenter

- Mark R. Thompson, BA, McKinley Solutions

**Networking – We’re not in Kansas Anymore Toto!
Secrets to Building Powerful, Productive and Profitable Online Relationships**

CEU: 0.2

Track: Management & Leadership Skills

Experts continually extoll the need and importance of being active online. Although most online marketing programs promote the fact that online visibility creates connections, they are solely centered on the technical and tactical aspects of social networks. Yet connections are worthless unless they can be converted into relationships. Building relationships online requires a new mindset, an innovative approach and unique skills.

Now there’s a program that shares practical, proven strategies that will allow you to: a. connect more quickly and effectively with others online, b. dramatically drive online interaction, build rapport and accelerate trust and c. engage connections, and discover unseen opportunities and untapped options. Here are the concepts you'll learn about three biggest obstacles to building online relationships and how to overcome them. Four cornerstones of online relationships and how they affect relationship development. Five secret (and proven) online networking strategies.

Learner Outcomes

- Greater awareness of how to build productive online relationships
- A structure to guide them in converting online connections into powerful relationships
- The ability to measure progress in moving relationships towards a professional outcome.
- Reduced stress while networking for online results

Solo Presenter

- Michael J. Hughes, NFR Consulting Group

12:00 pm – 1:30 pm Networking Lunch *Sponsored by Tourism Toronto*

1:30 pm – 3:00 pm Concurrent & Learning Lounge Sessions

Attendance Promotion – How to Keep Them Coming Back

In collaboration with the Canadian Association of Exposition Management (CAEM)

CEU: 0.2

Track: Trade Show Management

The goal of any Show Manager is to have the “can’t miss it event” in the industry where both attendees and exhibitors mark it on their calendar annually and plan around those dates. However growth and even sometimes maintaining can be a challenge as many factors can influence your attendance.

This session will discuss the external and internal factors that can affect attendance on the show floor, the importance of understanding and communicating to the stakeholders, as well as tips and techniques for marketing, attracting and engaging your audience to keep them coming back year after year.

Learner Outcomes

- Understand what can impact your attendance
- Marketing Tips & Techniques
- Audience Engagement

Solo Presenter

- Nancy Milani, CEM, CMP, Thunder Bay Chamber of Commerce

Space Matters: Your Experimental Meetings Laboratory



CEU: 0.2

Track: Innovation in Event Design & Technology

This is not your father's traditional conference education session.

It's an experimental meetings laboratory. You'll rotate through four participatory exercises with your peers discussing space grammar: actions, attitudes, places and properties. Discover how to put them all together to create a unique meeting experience. Explore how to shift from a logistics focus to one of designing innovative and engaging experiences. Walk away inspired to bring these buzzwords to life at your next event.

Learner Outcomes

- Describe firsthand how design can be a barrier or facilitator to the attendee experience.
- Identify ways to move from education sessions that are expert-centric to participant-centric.
- Practice two behaviors that will help you become more innovative.

Solo Presenter

- Jeff Hurt, Velvet Chainsaw Consulting

The Neuroscience of Leadership

CEU: 0.2

Track: Business Skills & Strategy

Your brain is at work every moment of every day, and so are the brains of everyone around you. Leaders today are required to be skilled facilitators who are able to energize, collaborate with, and engage people to achieve optimal results. The latest research in neuroscience is helping you to understand how your brain responds when you work and interact with other people. This can provide a unique advantage to manage your own brain while also leading and influencing others.

This interactive session will benefit experienced and emerging leaders by providing insight into how to positively impact performance and organizational health. You will discover how to develop more opportunities for innovation, remain cool under pressure, build collaborative relationships, influence positive change, practice mindfulness, develop leadership resilience, and create happier and healthier workplaces for us all!

Learner Outcomes

- Learn a simple strategy to increase your opportunities for insight.
- Experience how to manage negative emotion, so it doesn't manage you.
- Understand your role in creating a positive, productive and prosperous workplace.
- Change your brain to change your results!

Solo Presenter

- Deri Latimer, BMgt (HR), CSP, Positivity Speaking

Risk Management Begins...

CEU: 0.2

Track: Risk Management

When does the planner have to begin thinking about risk management? What is the involvement of vendors in the overall risk management plan? What is risk management? Who really is responsible? In this session, we will explore a variety of risks and create a T-account of risks and the balancing of responsibility with the planner and with the vendor. We will explore the meaning of risk at the beginning of the session and each attendee will again explore the meaning of risk at the end of the session. Has it changed?

We will discuss in small groups, real risks averted or dealt with as submitted by those in the session. We will discuss best practices and "help" each other solve risks and a variety of scenarios. As we move through the session, we will develop a simple T-account that can be used as the basis for an actual risk management plan. The session leader will provide, electronically, post-session, a basic risk management template that can be used by planners (& vendors)

Learner Outcomes



- To write a risk management description that resonates with each attendee in the session
- To break down the 'big' risks into smaller pieces and responsibilities that can be dealt with in a less overwhelming way
- To begin the risk management process at the very beginning of the planning and to involve all vendors and stakeholders as applicable
- To leave the session with a basic risk management template that can be customized to each attendee's conference/event

Solo Presenter

- Sandy Biback, CMP, CMM, Imagination + Meeting Planners Inc.

Mastering Challenging Conversations & Confrontations

CEU: 0.2

Track: Management & Leadership Skills

Challenging conversations are those everyday interactions that significantly affect you and others. They differ from ordinary dialogue because the opinions of the participants may vary, the emotions are high and the stakes are significant. The way in which you deal with these important discussions can have a positive or negative result and can change the course of your relationship. Learn the tools to handle life's most difficult conversations, say what's on your mind, and achieve positive outcomes.

Challenging confrontations consists of face-to-face accountability discussions where someone has disappointed you and you talk to him or her directly. When handled well, the problem is resolved and the relationship benefits. New research demonstrates that these disappointments aren't just irritating – they're costly, sapping organizational performance by 20 to 50 percent. Learn to permanently resolve failed promises and missed deadlines, transform broken rules and bad behaviors into productive accountability and strengthen relationships while solving problems.

At the heart of mastering these challenges is the ability to engage in and maintain dialogue. Masters of dialogue create an atmosphere where everyone feels safe about adding his or her own views to the "shared pool" of ideas being expressed. The skills are critical to the success of all leadership roles. Active participants will increase their awareness of the challenging conversations and confrontations as well as hands-on tips and techniques on how to manage them effectively.

Learner Outcomes

- How do I deal spontaneously with challenging conversations (where opinions vary, emotions are high and stakes are significant)?
- How can I resolve problems where I have been disappointed by employee accountability and avoid unnecessary costs and strained relationships?
- How do I develop an environment where people can carry on a dialogue and feel safe expressing their own view.

Solo Presenter

- Mark R. Thompson, BA, McKinley Solutions

**Engaging Association Summit –
A Case Study in Engaging Event Design**

CEU: 0.2

Track: Innovation in Event Design & Technology

In this session the organizing team behind The Engaging Association Summit will report on the lessons learned out of this first event, held in Ottawa July 24-25, 2014 at the Canadian Museum of Nature. As a collaboration between a consortium of business event industry suppliers, this event pushed the envelope with many different techniques such as pre-event concierge services, innovative meeting design, participant-led "unconference" sessions, and even post-event "accountability circles" to help participants implement what they learned at the conference.

What worked? What didn't? Was it worth it? What could have been handled differently? The truth will come out in this highly participative session where attendees will be able to partake in the experiment and uncover new ways to maximize creativity, learning and engagement for their own events.

Learner Outcomes



- To determine their own audience’s criteria for engagement
- To establish appropriate strategies that promote engagement
- To implement engaging marketing tactics
- 10 no-cost/low cost ideas to make your meeting more engaging now!

Co-Presenters

- Doreen Ashton Wagner, Greenfield Services
- Meagan Rocket, Greenfield Services
- Rachel Stephan, sensov/event marketing

Suits and Ties vs. Tattoos and Piercings

CEU: 0.2

Track: *The New Normals – Issues of Etiquette, Ethics and Image*

This session will explore our attitudes and expectations surrounding dress and image in the meetings industry. It will explore where we have come from, where we are at now and where we are heading. It will explore issues of gender, generation/age and culture to determine if our concepts need to be re-evaluated and if current beliefs and practices create or support barriers for women and youth entering the industry.

Learner Outcomes

- To examine and evaluate current belief structure on image
- To debate if our current structures might create barriers to youth and others wanting to enter the industry.
- To start a dialogue as to how we look at our industry’s image as society evolves and changes.

Co-Presenters

- Paul Bridle, Leadership Methodologist (Moderator)
- Chuck E. Schouwerwou, CMP, CMM, ConferSense Planners Inc.
- Vicky Roper, CMP, Canadian Association of Fire Chiefs
- Shaun Pearson, InterContinental Toronto Centre
- Ilda Palermo, Fairmont Queen Elizabeth
- Sarah Cloutier Labelle, Student
- Brent Beatty, Freeman Audio Visual Ottawa

3:00 pm – 3:30 pm	Refreshment Break <i>Sponsored by Starwood Hotels & Resorts</i> Learning Lounge / Conversation areas <i>Sponsored by Palais des congrès de Montréal</i>
3:30 pm – 5:00 pm	Closing Plenary & Keynote Presentation Mike Lipkin <i>Sponsored by Speakers’ Spotlight</i>

World-Renowned Motivator and Communicator

CEU: 0.1

Mike Lipkin brings out the best in leaders and employees around the world. The Founder and President of Environics/Lipkin, and the author of numerous bestselling motivational books, he combines Environics' trademark "social values research" with his personal expertise to provide people with the confidence and insight to take powerful action and achieve pre-eminence in their lives. Lipkin is a former brand manager at Colgate Palmolive, board Member at Grey Advertising, and Account Director at Olgivy & Mather-one of the world's leading advertising agencies. Environics/Lipkin has quickly become one of Canada's largest and most sophisticated polling companies.

How To Be Always New, Especially When You’re Not New: The Practice of Self-Rejuvenation and why your life depends on it

Once upon a time, everyone is new. We arrive on the scene with new energy and ideas. We have something to prove and we prove it. We dazzle and delight our customers and colleagues. We are the bright, shiny thing. Then the seasons pass. We earn others’ respect and loyalty. We build our personal franchise. We develop our habits. We operate in our zone of competency and comfort. We start to defend what has taken us years to create. That’s when the crisis hits. Circumstances change. A new breed of players, with a brand new value proposition, suddenly appears. A new game begins that is defined by a very different set of rules. Overnight, we go from being the leader to playing catch up. Instead of setting the pace, we scramble to stay relevant. We rejuvenate ourselves to win or we resign ourselves to losing. Where are you in the ageing cycle? Are you new? Are you about to be horribly surprised? Or are you already playing catch-up? Wherever you are, it’s time to practice self-rejuvenation as though your life depends on it because it does. In this remarkable program, Mike Lipkin levers 30 years of performance at the



highest level to help you stay Always New, especially when you're not new. He showcases the world's most successful examples of brand and personal rejuvenation including Mini, Twinkies, Madonna, Clint Eastwood, South Africa, The Rolling Stones, Cadillac, Detroit, Samsung, Arm & Hammer, Matthew McConaughey and Hillary Clinton

Delegates will learn the eight steps to personal and brand rejuvenation:

1. Realize proactively that you have to make yourself new again.
2. Review your market, your customers and competitors
3. Resolve to be exemplary
4. Reinvent your offering.
5. Reproduce yourself.
6. Recruit others to your cause.
7. Recover from the inevitable setbacks.
8. Reinvest all you can in becoming all you can be.



7:30 pm – 9:30 pm Closing Party - *Sponsored by Tourisme Montréal*

The Canadian Innovation Conference always ends with a bang!

Tourism Montreal is planning an experience like no other under the theme of **Montreal Red-Light in the 20's**. Be transported back at the St. James Theatre, a historic building from 1907. It still holds charm from the time it was the CIBC building until 1962. Watch the venue turn into a scene from Montreal in the 1920's with cabarets, jazz clubs, prohibition and more. The cocktail will be held in the basement with "illegal activities" in the safes, while dinner will be held in the bank. It will sure be a memorable experience "*À la Montréal!*"

9:30pm – 1:00am After Party - *Sponsored by Ministère du Tourisme & Les Dynamicks*