

PRE-CONFERENCE PROGRAM

TUESDAY, MARCH 20

“ALBERTA BREWERS ON TAP” PRE-CONFERENCE MIXER *(Banff Ave. Brewing Co.)*

6:00-9:00 PM

NOTE: You must register separately at www.edaalberta.ca in advance for this session.

Are you thinking of coming to the conference early? Then think about coming to a special reception where you will be able to sample some great Alberta made refreshments!

Familiarize yourself with Alberta's booming craft beer scene with samples from various breweries from across the province.

Bear Hill Brewing Co.'s mission is to enrich the lives of our guests, our employees and our communities through superior quality hand crafted beer, food with attitude, unique beverages, fun customer service, and by treating their employees like family. Its breweries include: Banff Ave Brewing Co., Jasper Brewing Co., Wood Buffalo Brewing Co. and Last Best Brewing and Distilling in Calgary.

Partner: Alberta Small Brewers Association

WEDNESDAY, MARCH 21

9:00-10:30 AM

PRE-CONFERENCE SESSION 1: CEDTP TRAINER SESSION *(Room 201)*

If you have been short listed to participate in the EO mock training exercise, you are required to attend this session.

EDA Panel: Leann Hackman-Carty, Chris King, Natalie Gibson
Presenters: TBC

9:00-11:00 AM

PRE-CONFERENCE SESSION 2: IGNITE PRACTICE SESSION *(Room 301)*

If you have been selected to present at Ignite #EDA2018 session, you are required to attend this practice session.



Moderator: Nancy Toombs, EDA
Panelists: Jennifer Ranger, Community Benefits Advisor, Repsol Oil & Gas Canada Inc.
Presenters: TBC

Partner: Repsol Oil & Gas Canada

9:00-11:30 AM

PRE-CONFERENCE SESSION 3: TOURISM *(Room 303/305)*

Moderator: EDA Board Member
Workshop participants: TBC

CONFERENCE PROGRAM

WEDNESDAY, MARCH 21

9:00 AM-4:30 PM

CONFERENCE REGISTRATION (*Main Floor, Kinnear Centre for Creativity and Innovation*)

1:30-2:30 PM

OFFICIAL CONFERENCE OPENING & KEYNOTE: TECHNOLOGIES THAT ARE DISRUPTING BUSINESSES (*Room 101/102/103*)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Opening Remarks: Bev Thornton, 2017-18 President, EDA

Welcome to The Banff Centre: Jim Olver, Director, Customer Services, Marketing and Communications (TBC)

Introductory Remarks: ADM, Alberta Economic Development and Trade (TBC)

Keynote Speaker: Wellington Holbrook, Chief Transformation Officer, ATB Financial

ATB Financial's Chief Transformation Officer Wellington Holbrook has one mandate: lead ATB's evolution towards becoming a forward-thinking technology company that will transform banking—make it work for people. Leading a team of change agents, Wellington has set ATB on a course of rapid innovation that re-imagines process, enables people and embraces leading edge technology to create out-of-this-world customer experiences.

At ATB he's previously served as Executive Vice-President of Retail Financial Services and Executive Vice-President of Business Banking. Prior to that, Wellington spent 15 years at the Business Development Bank of Canada, serving in various senior executive roles for areas such as commercial financing, mezzanine and venture capital.

Outside of professional commitments, Wellington serves as a board member for the Calgary Chamber of Commerce and the Calgary Convention Centre Authority. He also champions ATB's Teddy for a Toonie fundraising campaign, which has raised more than \$4 million for Alberta's Children's Hospitals in the last 5 years.

Wellington earned his Bachelor of Commerce (Hons.) degree at the University of Manitoba and holds a Master's with distinction from the University of Oxford. He continues to be a lifelong learner, making the most of every formal and informal opportunity to expand his understanding of the world.

Partner: Alberta Economic Development and Trade

2:30-3:00 PM

ENERGY INDUSTRY KEYNOTE (*Room 101/102/103*)

Introductory Remarks: CAPP/Alberta Economic Development and Trade (TBC)

Keynote Speaker: TBC

Partner: CAPP

3:00-3:15 PM

REFRESHMENT BREAK (*Sponsor Salon, Room 203*)

Partner: TBC

3:15-4:45 PM

BREAKOUT SESSION

Session A: Ignite®#EDA2018- Inspire and Enlighten Us- But Make it Quick! (Room 303/305)



Ignite® is a fast-paced, fun, thought-provoking presentation format that educates and entertains.

It was originally developed by O'Reilly Media, and has been enthusiastically received in more than 100 cities throughout the world.



Ignite®#EDA2018 will give pre-selected EDA members the opportunity to share their enthusiasm and passion with other delegates by delivering a 5 minute presentation, with 20 slides, on an interesting, fun, challenging, and provocative topic. Come prepared to learn and enjoy this fun, entertaining format.

Moderator: Nancy Toombs, EDA

Panelists/Judges: Jennifer Ranger, Community Benefits Advisor, Repsol Oil & Gas Canada Inc.

Presenters: TBC

Partner: Repsol Oil & Gas Canada

4:45-6:00 PM

FREE TIME

5:30-6:00 PM

CONFERENCE REGISTRATION DESK OPEN (Main Floor, Kinnear Centre for Creativity and Innovation)

6:00-6:30 PM

COCKTAIL RECEPTION (Room 101/102/103)

6:30-8:30 PM

EDA PRESIDENT'S DINNER (Room 101/102/103)

This is an excellent opportunity to meet the EDA Board of Directors and network with colleagues, partners and speakers. The event features a full buffet dinner and a cash bar.

Dress: Business Attire.

Partner: Economic Developers Alberta

Following the President's Dinner, the EDA Sponsor Salon (Room 203) will be open until midnight. McLab Bistro is open until 2:00 AM.

THURSDAY, MARCH 22

7:00 AM

BREAKFAST BUFFET (Room 101/102/103)

8:00-4:00 PM

CONFERENCE REGISTRATION DESK OPEN (Main Floor, Kinnear Centre for Creativity and Innovation)

8:00-8:45 AM

BREAKFAST PLENARY: CREATING WEALTH THROUGH ENTREPRENEURIAL ECOSYSTEMS (*Room 101/102/103*)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Keynote Speaker: Kirstie Chadwick, President & CEO, International Business Innovation Association (InBIA)

The pace of change driven by technology has opened the door for entrepreneurs located in any community or country in the world to create great companies. This plenary will provide information on some of the forces causing these rapid changes, as well as the role economic developers can have in creating thriving entrepreneurial ecosystems in their communities.

Kirstie Chadwick is President & CEO of the International Business Innovation Association (InBIA), based in Orlando, Florida. InBIA is a global non-profit organization that has welcomed and supported entrepreneurial organizations for over 30 years. Serving a diverse group of entrepreneurship centers, program managers, directors and policymakers, they help guide, mentor and develop sustainable entrepreneur support programs in every industry and demographic around the globe. Their mission is to help communities enable entrepreneurs to transform their dreams into innovative businesses that make global prosperity a reality.

Kirstie has over 25 years of experience at technology companies including Sun Microsystems, Mentor Graphics and Lockheed Martin. She has also held executive roles at five venture-backed technology startups, including her role as co-founder and CEO of DigitalOwl. She raised over \$15M in venture capital for these companies, and is the former Executive Director of the Winter Park Angels – a 50+ member angel investment group.

In 2004, Kirstie joined the University of Central Florida (UCF) as the Director of the Venture Lab where she facilitated the spin-out of three startup companies based on faculty inventions, and mentored hundreds of local entrepreneurs in business strategy and financing. In addition to her experiences as an entrepreneur and investor, Kirstie led the financing and management of Florida's Igniting Innovation and Starter Studio Technology Accelerators, which together directly resulted over \$50 million in follow-on capital by participating companies.

Kirstie is the recipient of the Orlando Business Journal's Women Who Mean Business Award, the Working Woman Entrepreneurial Excellence Award, and the Dr. W. Judson King Entrepreneurship Memorial Award. She graduated Summa Cum Laude with a B.S. in Computer Science from the University of Central Florida (UCF), and holds an MBA from UCF.

Partner: TBC

9:00-10:15 AM BREAK OUT SESSIONS

Session B1: What's in it for you? Economic Development Programs and the Government of Alberta (*Room 201*)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Panelists: AEDT, Ag and Forestry, Labour, CARES (TBC)

Are you curious about what the Government of Alberta (GOA) is doing in the area of economic development? Then address your curiosity by attending this break out session.

Over the past few years, various GOA departments have been developing a range of tools, resources, services and grants that help support economic development activities in communities both large and small across this province. While some of these are well known, many gems still remain that few practitioners know about.

Join GOA representatives at this session to learn more about what their departments are doing to help support and foster economic development.

Partner: TBC

Session B2: Does your community need a Main Street® Boost? (*Room 205*)

Moderator: Jennifer Fossen, EDA Board Member

Introductory Remarks: TBC

Panelists: Jim Mountain, Director, Regeneration Projects, National Trust for Canada (invited)

First launched in 1979, The National Trust's trademarked Main Street Regeneration Approach® has impacted hundreds of Canadian communities.

Does your main street need a boost? Main Street Boost is an energizing event designed to spark the revitalization process in your community. This session will help inspire and motivate your community to take action by shining a light on the potential of your downtown.

Partner: TBC

Session B3: Capitalizing on Global Trade Opportunities (Room 301)

Moderator: Glen Vanstone, EDA Board Member

Introductory Remarks: TBC

Panelists: Paul Pryce, Consulate-General of Japan in Calgary; Ben Van de Walle, La Cité 2031; George Romberg (TBC)

Canada's trade agreements put in place measures to facilitate more trade and investment between Canadian companies and industries. Increasing trade and investment helps our local business communities grow through the pursuit of new market opportunities, investment and partnerships.

Paul Pryce serves as the Political & Economic Advisor to the Consul General of Japan in Calgary, in which role he helps drive Japanese trade and investment activities in Western Canada through market intelligence and effective stakeholder relations. Paul has also previously consulted for the China Institute of International Studies, an organ of China's Ministry of Foreign Affairs, and the Indonesia-based think tank UPH Analytics. Paul will discuss the Trans-Pacific Partnership, other trade and economic agreements under discussion in the Asia-Pacific region, and the opportunities these can present for Alberta businesses.

Ben Van de Walle has been promoting economic development in French-speaking businesses and communities for over two decades. As a bilingual country, Canada, and Alberta can and should capitalize on this asset. For example, La Francophonie is a group of institutions dedicated to promoting the French language, with the main one being the International Organisation of La Francophonie (IOF). The IOF brings together 84 member states and governments from five continents that represent approximately 1 billion inhabitants, including 274 million Francophones. La Francophonie is a community of solidarity and cooperation and plays a role in international politics.

Partner: TBC

Session B4: Creative Industries: TBC (Room 303)

Moderator: Court Ellingson, EDA Board Member

Introductory Remarks: TBC

Panelists: MDB Insight

Partner: MDB Insight

Session B5: Learning Lab: Invest Alberta (Room 305)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: TBC

Panelists: Invest Alberta Team (TBC)

Invest Alberta is your one-stop government connection to doing business in Alberta. Through an extensive network of international and local contacts, the Invest Alberta team of investment professionals provides a centralized, coordinated service to support foreign investors throughout the investment and business expansion process. They also work closely with Alberta's international offices to introduce companies to the benefits of investing in Alberta, and help investors develop the business relationships you need to succeed.

Join members of the Invest Alberta team to learn more about what they are doing, and how you can benefit in working with them.

Partner: TBC

10:15-10:30 AM

REFRESHMENT BREAK (*Sponsor Salon, Room 203*)

Partner: TBC

10:30 AM-11:45 AM BREAK OUT SESSIONS

Session C1: Tourism as an Economic Opportunity (*Room 201*)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Panelists: Magdalena AK Muir, Green Destinations Canada, IEELS Ltd.; Justin Rousseau, Expedition Management Consulting Ltd.; Noel Ma, Alberta Culture and Tourism & Mitch Thomson, Olds Institute for Community & Regional Development

Tourism is more than just an industry sector, it is an economic driver made up of an “industry of industries” from accommodations, to food and beverage, to attractions. But how are communities harnessing this industry in order to make their region more vibrant, diverse and sustainable?

This presentation will explore the tourism industry from three different angles:

- Is your community tourism ready?
- How do you engage your community in tourism?
- How can the adoption of a Green Destinations Standard increase your tourism sustainability?

Justin Rousseau will speak about the benefits and risks of tourism development, the characteristics of tourism assets, and how to apply a Tourism Asset Evaluation Tool to evaluate the tourism potential of various community assets.

Noel Ma and Mitch Thomson will introduce a valuable community based tourism development tool called the “Visitor Friendly Alberta” (VFA) program as a basis to initiate community conversation and collaboration that identify opportunities for tourism development. The VFA program is a pre-requisite to a new program developed by Alberta Culture and Tourism to assist established businesses in working together to enhance their own business operations to contribute to growing the visitor economy for their community. They will use a real life case study for the Town of Olds to share their learnings and observations from completing the VFA program and being a pilot community for the new program.

Finally, Magdalena AK Muir will discuss the Alberta application of the Green Destinations Standard, a UN Global Sustainable Tourism Council recognized and accredited sustainable tourism standard that uses destination criteria and indicators to measure, monitor and improve the sustainable tourism management of destinations and regions. Increasingly, the Green Destinations certification program is enhancing visibility of and economic benefits to sustainable tourist destinations for all travel markets.

Partner: TBC

Session C2: Indigenous Nations and Building Economic Relationships: Reconciliation, Collaboration and Future Focused (*Room 205*)

Moderator: Jennifer Fossen, EDA Board Member

Introductory Remarks: TBC

Panelists: Suzanne Life-Yeomans, Liidlii Kue First Nation; Sam Minde, President and CEO of Neyaskweyahk Group of Companies Inc., others TBC

The Maskwacis Cree are made up of Four Indigenous Nations who are located side by side by side. The Ermineskin, Montana, Louis Bull and Samson Cree Nations are situated in what is now called Central Alberta in between Wetaskiwin and Ponoka.

In 2012, the Maskwacis Cree conducted an Economic Leakage study and found that 60 million dollars leave the Nations and flow into neighboring economies. The data collected allowed the Nations to develop strategies to capture economic leakage

and create an increase in employment and business opportunities. One company, the Neyaskweyahk Group of Companies is reporting job creation and increase economic inflows every year.

Recently, discussions have begun with the Maskwacis Cree, Wetaskiwin and Ponoka Economic Development Leaders. A series of meetings have been planned for 2018 to begin working on a Regional Economic Development strategy. It is understood that the economy of all communities are interconnected and rely on each other. By working together and developing a shared vision, it can be possible to build up the region and create exponential employment and business opportunities.

Partner: TBC

Session C3: Alberta International Development Office: Leading the way to shared prosperity (Room 301)

Moderator: Glen Vanstone, EDA Board Member

Introductory Remarks: TBC

Speaker: Jihan Sharifi and Shane Jaffer, Alberta Economic Development and Trade

Established in 2013, the Alberta International Development Office (AIDO) plays an important role in achieving Alberta's international priorities. The AIDO leverages the public sector from Alberta to support the private sector, educational institutions and civil society organizations pursuing international development projects. The AIDO coordinates the Government of Alberta's participation in global development work and helps identify new areas of collaboration between public and private sectors. Through cooperation with various provincial stakeholders, the AIDO enhances Alberta's engagement in international development projects for the benefit of Albertans and the global community. By bringing together resources to support Alberta's engagement in a given region, the AIDO is effecting change in different parts of the world, while fostering commercial opportunities for Alberta and provincial stakeholders.

Shane Jaffer has been with Alberta Government for just over eighteen years. In his current role he works with Alberta firms pursuing international projects funded by international financial institutions (IFIs) like the World Bank, Inter-American Development Bank, Asian Development Bank and others. Shane is also part of the World Bank's and Inter-American Development Bank's Private Sector Liaison Officer (PSLO) Network. Aside from his role with IFIs, Shane is also responsible managing Alberta's trade relationship with Africa and overseeing the Alberta International Development Office (AIDO) which accesses public sector expertise to partner with private sector, academic institutions, governments and others on international development projects. Shane has a Masters in International Trade from the University of Saskatchewan and other degrees from the University of Alberta including from the Alberta School of Business. Shane has also completed the executive program of the Canadian Petroleum Institute. Shane also is a volunteer soccer coach and the Calgary Stampede's Visiting Band Committee.

Jihan Sharifi is the International Business Officer for the Alberta International Development Office (AIDO) within the Alberta Ministry of Economic Development and Trade (EDT). In her role with the AIDO Jihan facilitates and coordinates Alberta's engagement in international development activities in order to contribute to economic opportunities for Alberta and Albertans in diverse international markets. In her capacity, Jihan leverages the public sector from Alberta to support private sector, educational institutions and civil society organizations in their international development activities. Prior to her role with the AIDO, Jihan was a Program Advisor with EDT's Alberta Export Expansion Package where she worked with internal and external stakeholders to provide funding assistance that would contribute to increasing Alberta's exports and diversifying its economy. Jihan holds a Master of Public Policy from the University of Calgary's School of Public Policy and a BA in Political Studies from the University of Manitoba.

Partner: TBC

Session C4: Innovation through Hackathons (Room 303)

Moderator: Court Ellingson, EDA Board Member

Introductory Remarks: TBC

Speaker: Mirjam Wouters, Manager ExperienceLab, Philips Research

At Philips Research, they refer to their internal hackathons as "Creative Playgrounds". They define a challenge based on the needs of their businesses and invite their internal community, consisting of 1500 scientists, business consultants and designers to deliver disruptive innovation and change in the organization.

Quick assessments are done by external professionals, end users and business analysts to challenge participating teams to pivot concepts and allow insights very early in the innovation process. Deliverables consist of a value proposition, a prototype and a use case in the final pitch.

This conference session will provide an overview on how to:

- Develop a concept and business case together in a hackathon event
- Speed up innovation through co-creation with multiple stakeholders
- How collaboration is key in solutions development

Mirjam Wouters is the Manager of ExperienceLab, the innovation lab for Philips Research based in Eindhoven, Netherlands. As an innovator that develops innovation processes, her vast expertise includes directing both national and international innovation projects for programs in health care. She has a passion for new technology, combined with a desire to comprehend user needs, leading to the development of meaningful products, services and experiences designed around the needs of their users. Mirjam also has a background in experience design for different business areas: healthcare, lighting, Smart Cities, mobile, horticulture, home automation, domestic appliances and strategic futures.

Partner: TBC

Session C5: Communicating with Influence (Room 305)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: TBC

Presenter: Jan Nighswander, Senior Consultant, Jeffrey Strategic

We all recognize how important effective communication is to success in our work - and almost all of us want to improve our skills. The problem is that until now, communication training hasn't addressed the real issues. That's why so many professionals still struggle to present their ideas clearly and concisely, connect with diverse audiences, or even have their voices heard in meetings.

After analyzing hundreds of talks and presentations we saw that the most engaging and effective speakers followed virtually none of the rules that are taught in books and training seminars. And that's when we started to realize that almost everything we've been taught about business communication is wrong.

We discovered that the key to communicating successfully is found in science. Modern neuroscience has shown that each of us processes information in very different ways. This session will show you that there is an incredibly simple way to deliver the right information at exactly the right moment to engage each member of your audience every time you communicate.

Drawing on proven neuroscience, you will learn exactly what your audience needs from you when you speak in meetings, conference calls and presentations – and how to implement it to achieve immediate results.

Jan Nighswander understands through her diverse corporate experience that clear, authentic communication is critical to business and personal success. Jan started her career in Alberta's energy industry as a production accountant with Home Oil in their northern operations. After returning to her hometown of Calgary she took on a new role in pension and benefits accounting that led to a successful thirty-year career in corporate human resources.

At NOVA Corporation and Alberta Natural Gas she introduced a new approach to human resources management, transforming how leaders managed change and supported their people through significant industry deregulation. Following her corporate experience, Jan changed direction to specialize in transition management. As a practice leader with leading North American consulting firms she led multi-million dollar projects in energy, regulatory, retail and health care to improve performance and restructure in uncertain times.

As Executive Vice President and Chief Privacy Officer at LifeMark Health, Jan built a human resources function that focused on helping business leaders become strong HR practitioners. After supporting the acquisition of over fifty businesses, Jan relocated to Toronto to support the integration of LifeMark Health and Centric Health.

Now based in Calgary, Jan runs her own HR consulting practice that helps leaders and organizations find practical solutions to their business challenges. Drawing on her extensive senior leadership experience, she delivers innovative communication workshops and coaching for Jeffrey Strategic including Communicating with Influence for Women.

Partner: TBC

NOON-1:30 PM

LUNCHEON BUFFET & KEYNOTE: ENHANCING THE ALBERTA-US RELATIONSHIP: WHERE ARE THE REAL OPPORTUNITIES? (Room 101/102/103)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Comments: TBC

Speaker: Gitane De Silva, Alberta's Senior Representative to the United States, Canadian Embassy, Washington, DC

The United States and Canada share two borders and their bilateral relationship is one of the closest and most extensive in the world. It is reflected in the high volume of bilateral trade—some \$1.7 billion a day in goods and services—and in people-to-people contact. Almost 500,000 people cross between the countries every day by all modes of transport. In fields ranging from security and law enforcement to environmental protection to free trade, the two countries work closely together on multiple levels, from federal to local.

But recently, there has been a number of steps taken that have challenged this historical trade relationship, with the renegotiation of NAFTA, additional tariffs on softwood lumber and a growing anti-trade movement within the United States. Even though there are challenges, there are also opportunities for Alberta communities and businesses.

A career diplomat, Gitane De Silva brings her lengthy resume along with years of experience working in Canada's Foreign Service in roles that saw her specializing in Canada-U.S. relations. Most recently, De Silva served as Alberta's Deputy Minister of International and Intergovernmental Relations. De Silva has held various posts in the U.S. including serving as Consul General of Canada in Chicago and head of the Environment and Fisheries section at the Canadian Embassy in Washington. She has also served as director of Canada-U.S. advocacy and mission liaison and director of U.S. transboundary affairs at Foreign Affairs, Trade and Development Canada in Ottawa.

Partner: TBC

1:45-3:00 PM BREAK OUT SESSIONS

Session D1: Rural Prosperity and Climate Resilience (Room 201)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: Alyshia Pretulac, Stakeholder Relations Specialist, Plains Midstream Canada

Facilitator: Lisa Maria Fox, Program Advisor and Secretary to the Board, Sustainability Resources

Concern for climate change, and a re-focus on energy efficiency and greenhouse gas reduction is transforming the economy in Alberta, the greatest impact of this transitioning economy is felt in small and rural communities. This session focuses on Sustainability Resource's Rural Prosperity Initiatives, the process used to advance innovation and the uptake of green technologies in rural communities. Come participate in innovative discussions with your peers and learn about key insights into how to accelerate innovation and economic development in your rural community.

Partner: Plains Midstream Canada

Session D2: BDC Interactive Session (Room 205)

Moderator: Jennifer Fossen, EDA Board Member

Introductory Remarks: BDC

Panelist: TBC

Partner: TBC

Session D3: Hey EDA, lessons from Calgary's Amazon bid (Room 301)

Moderator: Glen Vanstone, EDA Board Member

Introductory Remarks: TBC

Panelists: Robyn Bews & Lisa Corcoran, Calgary Economic Development

We're not saying we'd fight a bear but we'd totally explain the strategy and tactics around the ambitious HQ2 submission and marketing campaign that gained global attention for Calgary's business advantages and lifestyle. The submission in response to Amazon's RFP came together at breakneck speed but it left lasting lessons on Calgary Economic Development and pursuit of business and investment attraction.

Community support was critical to Calgary's bid so we engaged citizens through various means; including an online portal developed by a local company that grew to almost 1,500 people and generated dozens of ideas.

The 200-page bid book set the standard in design and integrating electronics. We also wanted to leverage the unprecedented opportunity to market Calgary's exceptional workforce and turnkey real estate solutions to companies globally. Our "Hey Amazon" marketing campaign – specifically activation in Seattle – was edgy and self-deprecating. We set out five goals; get the attention of Amazon's executives, impress Amazon's employees, generate media coverage of Calgary, make our city proud, and, finally, make people laugh.

Even before Amazon revealed the shortlist candidates among 238 bids, the visually provocative "Hey Amazon campaign" was a success. In the week following the submission, Calgary had almost 150 million impressions in the media; including the New York Times, Financial Times, Washington Post, Seattle Times, CNN and Forbes internationally. Media coverage in Canada included the Globe and Mail, CBC and many others. The ad value equivalent of the news coverage was worth the tens of millions of dollars.

Partner: TBC

Session D4: Towards a Community Inspired Brand (Room 303)

Moderator: Court Ellingson, EDA Board Member

Introductory Remarks: TBC

Speaker: Jaylene Ulmer, Economic Development Lethbridge

A brand is not a logo. A brand is not a tagline. And, in the case of place-brand, a brand is the inherent set of experiences that are understood and lived by the community. There continues to be confusion in this area, both among brand practitioners and consumers, that a logo or an identity is all that constitutes a brand. As a result, brand strategy tends to be driven by short-term, narrow-scope thinking through which the primary tool of brand expression becomes the marketing campaign executed through traditional media channels (Allen, 2007). However, place branding, which is the practice of applying brand strategies to places, should become a practical tool for allowing the community to express cultural features that, for them, already reflect the place identity. Effective place branding should capture and represent many different perceived characteristics about the place and therefore be reflective of the views and experiences of the community. From this perspective, an organically created place-brand is a useful tool by which to understand the cultural identity of a place, as reflected in the everyday lived experiences and conversations of the community. Since recent statistics suggest that 86% of place-brands fail within a year of introduction there remains opportunity to develop a deeper understanding of place brand as a concept and process that emerges through authentic engagement and conversation. This presentation while anchored in theory and research, will also take you on the Lethbridge journey towards a community-inspired brand with lessons learned along the way.

Partner: TBC

Session D5: Becoming an Accredited Economic Development Organization (AEDO) (Room 305)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: TBC

Presenter: Brett Doney President & CEO, Great Falls Montana Development Authority & High Plains Financial

The AEDO accreditation process is a voluntary procedure undertaken by economic development organizations that are striving for professional excellence. This peer review process is unmatched and consists of two phases designed to gather specific information about the candidate organization. Transitioning from one phase of the process to the next is contingent upon a rigorous review from Certified Economic Developers (CEcDs) and economic development leaders.

In this session, Brett Doney will provide information about the process, and answer any questions you may have with respect to the AEDO process.

Brett Doney leads the Great Falls Development Authority, a public/private economic development partnership serving the 13-county Great Falls, Montana trade area. GFDA's mission is to grow and diversify the Great Falls regional economy, create higher wage career opportunities, and improve market competitiveness. GFDA is active in business startup, retention and

expansion, business attraction, workforce, and downtown/riverfront redevelopment. Strategic sectors include food/agricultural processing, energy, advanced manufacturing, business services, tourism and defense.

GFDA is a Community Development Financial Institution with \$22 million under management, and developer of the 1,300-acre Great Falls AgriTech Park. GFDA manages High Plains Financial, a SBA-certified Development Corporation. GFDA was the first economic development entity in the Rocky Mountain region to earn accreditation from the International Economic Development Council.

Doney has over 30 years of experience in urban and rural community economic development from the different perspectives of the non-profit, public and private sectors. His prior positions include: President/CEO of Enterprise Maine, a family of community economic development organizations dedicated to creating economic opportunity and enhancing the quality of life in rural western Maine; Director of the Ft. Devens Reuse Center, a 9,600 acre army base redevelopment effort in Massachusetts; and, President of Doney Associates, a Boston-based consulting firm focused on urban revitalization, public/private real estate development, and innovative economic development.

Doney's efforts have won awards from the U.S. Small Business Administration, the American Economic Development Council, the International Economic Development Council, the National Association of Development Organizations, the Finance Authority of Maine, the Montana Economic Developers Association, and the National Brownfield Conference. His professional certifications include Certified Economic Developer (CEcD), Master of Corporate Real Estate (MCR), Senior Leader of Corporate Real Estate (SLCR), American Institute of Certified Planners (AICP), RMA Credit Risk Certification, Federal Grants Management, and Economic Development Finance Professional (EDFP). He is a graduate of the Economic Development Institute of the University of Oklahoma. Doney earned a Bachelor of Arts in Political Science from the University of California at Santa Barbara and a Masters in Public Policy from the Kennedy School of Government at Harvard University.

Partner: TBC

3:00-3:15 PM

REFRESHMENT BREAK (*Sponsor Salon, Room 203*)

Partner: TBC

3:15-5:00 PM

BREAKOUT SESSIONS

Session E1: Alberta's Climate Change Plan (*Room 201*)

Moderator: Jon Allan, EDA Board Member

Introductory Remarks: TBC

Presenter: Anne Murray/Nirmala Naidoo (TBC)

Partner: TBC

Session E2: Economy + Diversity = Development (*Room 205*)

Moderator: Jennifer Fossen, EDA Board Member

Introductory Remarks: TBC

Speaker: Jasleen Sekhon, Alberta Status of Women and Kevin Ramnarine

Understand how economic development policy and practice impact people from different groups and what this means for successful community economic development in an increasingly diverse world. Participants will have the opportunity to learn new modes of thinking and practice with a variety of case studies. Techniques and best practices for engaging diverse groups through public participation will also be explored. Further learning opportunities and resources will be highlighted for participants to continue moving up the learning curve after the session.

Partner: TBC

Session E3: ON TARGET! Do you have what it takes to attract your target industries? An Investment Attraction Matrix (IAM) will help you know. (Room 301)

Moderator: Glen Vanstone, EDA Board Member

Introductory Remarks: TBC

Panelists: Vicki Kurz, Town of Sylvan Lake; Kimberley Worthington, CAEP; Eric McSweeney, McSweeney & Associates, Jennifer Hartigh, Town of Blackfalds

EDOs often wonder if their communities have what it takes to attract industries they have pegged as “targets”. But how do you really know if you can meet their labour, site, utility and other location requirements? CAEP has undertaken a unique approach for communities to answer that question by developing an “Investment Attraction Matrix” (IAM) to: 1. Understand what the location requirements are for each target industry; 2. Assess whether or not a particular community has what it takes to attract a target industry, or where the shortcomings are. Understanding the location requirements of target industries and where a community’s assets may fall short provides a realistic assessment of each community’s attraction potential, and points to the actions required to improve that investment attraction potential.

In this presentation, you will learn about:

- How the idea for an Investment Attraction Matrix came about
- What the project objectives were, how the IAM was developed
- Walk through an example of how to use it for a specific industry, and
- What Blackfalds learned by putting itself through an Investment Readiness Assessment for one of the IAM industry targets, both in terms of general investment readiness, as well as its specific capacity to attract its target industry.

Partner: TBC

Session E4: Disruptive Technologies: Advances that will transform life, business and the global economy (Room 303)

Moderator: Court Ellingson, EDA Board Member

Introductory Remarks: Perry Kinkaide, Alberta Council of Technologies

Panelists: Paul Godsmark, CAVCOE; Allan Offenberger, University of Alberta; Bruce Matichuk, Salu Design Group

Technology is changing everything. Be prepared! The future is closer than you think. Innovation today is much more global, merging and transformative. We hear daily of its implications, but few are really prepared.

This session will explore how automated transportation, fusion energy, and machine intelligence are disrupting businesses, communities and industries—and how you can help get your community prepared for these exciting changes.

Panelists will discuss:

- Electrifying Systems. Automated transportation (Paul Godsmark)- Paul is the CTO and Co-Founder of the Canadian Automated Vehicles Centre of Excellence (CAVCOE), an organization seeking the help drive the deployment of automated vehicles for the greater benefit of surface transportation and society.
- Fusion energy (Allan Offenberger) - Allan is a Professor Emeritus of Electrical & Computer Engineering at the University of Alberta. His research program for more than 40 years was focused on the development of high power lasers and their application to inertial fusion energy research.
- Machine Intelligence (Bruce Matichuk)- Bruce is the CTO and Co-Founder of Salu Design Group. His focus has been on building software startups that incorporate “intelligence”.

Partner: Alberta Council of Technologies

Session E5: Learning Lab- How Economic Developers Can Create Awesome Meetings (Room 305)

Moderator: Shaun Goodeve, EDA Board Member

Introductory Remarks: TBC

Presenter: Gord Sheppard, Create Awesome Meetings

Do you hate bad meetings (but know you have to do something about them)? Do you love meetings (and want to make them even better)? Then this learning lab is ideal for you and your team. Based on Gord Sheppard's book, *How to Create Awesome Meetings*, you'll learn about these 10-steps:

Step 1 – Why great meetings start with you

- Step 2 – How to deepen team trust through learning fast, practical communications techniques
- Step 3 – How to calculate the actual cost of a meeting so that you don't waste a single second
- Step 4 – How to become an awesome meeting facilitator
- Step 5 – How to connect each meeting directly to your organization strategy so you can serve your clients at a higher level
- Step 6 – How to build a blockbuster AGENDA that will excite your entire team
- Step 7 – Find out why where you meet is as important as what you're meeting about
- Step 8 – How to get awesome meeting productivity improvement resources
- Step 9 – How to follow up FAST
- Step 10–How to get inspired and take action!

During his 25 years of work experience, Gord has facilitated, run and participated in more than 2000 meetings. He is a Professional Speaker, Meeting Facilitator, Consultant and Trainer that combines a Master's Degree in Business Administration with a Bachelor's Degree in Drama, and Prosci Change Management Certification, to deliver a unique, people-centred approach that will help you make your next meeting more productive and profitable. Gord has worked successfully with CEOs, Executives, Managers, Employees, Students and Volunteers across all sectors. If you're ready to make your own meetings outstanding, and turn them into a competitive advantage, then you're ready for this learning lab.

Partner: TBC

5:30-6:00 PM

CONFERENCE REGISTRATION DESK OPEN (*Main Floor, Kinnear Centre for Creativity and Innovation*)

6:00-6:30 PM

COCKTAIL RECEPTION (*Room 101/102/103*)

6:30 PM

MINISTER'S DINNER & ANNUAL AWARDS BANQUET (*Room 101/102/103*)

Welcome: Bev Thornton, 2016-17 President, EDA

Introductory Remarks: Repsol Oil & Gas Canada Inc.

Speaker: The Hon. Deron Bilous, Minister of Economic Development and Trade

Marketing Awards Presentations: Mary Lee Prior, Chair of EDA Marketing Awards

Dress: Semi-formal / Business attire

The Hon. Deron Bilous was sworn in as Minister of Economic Development and Trade on October 22, 2015. Prior to this he served as Minister of Municipal Affairs and as Minister of Service Alberta.

He was first elected as the Member of the Legislative Assembly for Edmonton-Beverly-Clareview on April 23, 2012, and again on May 5, 2015. During his first term he served as a member of the Standing Committee on Private Bills, the Standing Committee on Public Accounts, the Standing Committee on Privileges and Elections, Standing Orders and Printing, and the Standing Committee on Resource Stewardship.

Mr. Bilous was born and raised in Edmonton and is very proud of his Ukrainian ancestry. He graduated from the University of Alberta with a bachelor of education degree in 2001. For the past five years he has taught and mentored students at Edmonton's Inner City High School.

An active volunteer in his community, Mr. Bilous has been a member of the Beverly Heights Community League and vice-president of the Boyle Street Community League. From 2008 to 2011 he served as a board member on the Edmonton Aboriginal Urban Affairs Committee. Mr. Bilous also participated in the Canada World Youth program in 1995-96, working in Edmonton, Saint Jerome in Quebec and Tunisia.

Mr. Bilous lives in Beverly Heights. In his spare time he enjoys playing recreational hockey and other sports as well as traveling.

Partner: Repsol Oil & Gas Canada Inc.

Following the Minister's Dinner, the EDA Sponsor Salon (Room 203) will be open until midnight. McLab Bistro is open until 2:00 AM.

FRIDAY, MARCH 23

7:00-8:00

EDA ANNUAL GENERAL MEETING (*Sponsor Salon, Room 203*)

Moderator: Bev Thornton, 2017-18 President, EDA

* EDA Voting Members only

7:00-11:00 AM

CONFERENCE REGISTRATION DESK OPEN (*Main Floor, Kinnear Centre for Creativity and Innovation*)

7:30 AM

BREAKFAST BUFFET (*Room 101/102/103*)

8:15-9:15 AM

PLENARY #1: 2018-19 ECONOMIC FORECAST (*Room 101/102/103*)

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Speaker: Todd Hirsch, Chief Economist, ATB Financial

Todd Hirsch is the Chief Economist at ATB Financial. He holds a BA Honours in Economics from the University of Alberta and an MA in Economics from the University of Calgary. For over 20 years he's worked as an economist at Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. For almost a decade, Todd taught economics at the University of Calgary. He released his third book, *Spiders in Space: Successfully Adapting to Unwanted Change* in 2017.

Todd provides economic commentary for several Canadian media outlets, and has been recognized as one of Alberta's 50 Most Influential

He has recently served on the University of Calgary's Board of Governors and is the chair of the Calgary Arts Academy. In 2015 Todd received the U of A's Alumni Honour Award, and in 2017 an honorary degree in Policy Studies from Mount Royal University. Mr. Hirsch will be providing his annual economic forecast, always a highlight of the EDA Conference.

Partner: TBC

This panel will provide timely, practical advice on how you can help companies in your region capitalize on emerging opportunities in the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), the Trans-Pacific Partnership (TPP) and other trade and economic agreements currently under discussion in the Asia-Pacific region.

CETA will create jobs, strengthen economic relations and boost Canada's trade with the world's second-largest market. It is a progressive free trade agreement which covers virtually all sectors and aspects of Canada-EU trade in order to eliminate or reduce barriers. For example, prior to CETA's entry into force, only 25 percent of EU tariff lines on Canadian goods were duty-free. Upon CETA's entry into force, the EU will remove tariffs on 98 percent of its tariff lines. Once CETA is fully implemented, the EU will have eliminated tariffs on 99 percent of its tariff lines. CETA entered into force in September 2017.

9:15-10:15 AM

PLENARY #2: WHAT'S ALL THE BUZZ ABOUT CETA? (*Room 101/102/103*)

Introductory Remarks: Leann Hackman-Carty, Chief Executive Officer, EDA

Moderator: Sanjeev Chowdhury, Director, Free Trade Promotion Task Force, Global Affairs Canada
Keynote Speaker: Canada's Senior EU Trade Commissioners (TBC)

The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) came into provisional application on September 21, 2017. This new Free Trade Agreement between Canada and 28 countries in Europe, with a combined population of 500 million, holds great promise for Canadian businesses, giving access to a \$22 trillion economy and a \$3.3 trillion European government procurement market. Join us to hear from officials from Global Affairs Canada (Ottawa) and from several Canadian officials serving at our embassies in Europe who will provide you with:

- An in-depth summary of the opportunities which the CETA affords to help you to become more competitive in the EU market;
- Information about specific market opportunities in key industries of importance to Alberta;
- Answers to your questions about the Agreement.

Sanjeev Chowdhury is Director of the Free Trade Agreement Promotion Task Force within Global Affairs Canada. He was Consul General of Canada in Rio de Janeiro, Brazil from 2011 to 2017. He served as Consul General of Canada in Ho Chi Minh City, Vietnam from 2003-2006 and had acting side assignments during this time as Consul General in Mumbai, India, High-Commissioner in Sri Lanka, and Ambassador to the Maldives. He was Deputy Chief of Protocol in Ottawa and prior to his first Head of Mission assignment in Vietnam, served as Director in the Deputy Prime Minister's office and office of the Minister of Finance.

Partner: TBC

10:15-11:15 AM

PLENARY #3: EVERYTHING IS ABOUT TO CHANGE *(Room 101/102/103)*

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Introductory Remarks: TBC

Keynote Speaker: Doug Griffiths, 13 Ways Inc.

Change often makes us feel uncomfortable, vulnerable, and sometimes even angry. That is why we resist change, fight change, and even ignore change. However, we do so at our own peril. Change has always occurred, and will continue to occur. Change and disruption have upended almost every industry and business at some point in history, forcing those who want to succeed to accept, and adapt to the change—or die. Now, change is not only coming at a faster pace than ever before, but is about to disrupt areas of our lives that have remained fairly stable for a couple of generations. Namely, in our communities.

We can't always know what is coming, but we can be sure the way things are will not remain. From the way we build houses and communities, to the way we do economic development and invest in infrastructure, to the way we approach education and the jobs we will have in the near future - Everything is About to Change.

Partner: TBC

11:15-11:30 AM

CLOSING SESSION *(Room 101/102/103)*

Moderator: Leann Hackman-Carty, Chief Executive Officer, EDA

Closing Comments: Bev Thornton and Chris King, EDA

Partner: TBC