

Conference Agenda

Saturday, May 26

8:15 to 8:30 a.m.	Delegate Opening Remarks	Canadian Room
8:15 to 8:30 a.m.	Crasher Opening Remarks	Oak Room
8:30 to 9:30 a.m.	Kickoff Keynote Kellie Garrett	Canadian Room
9:35 to 10:35 a.m.	Concurrent Breakout Session	
Leadership	Social Responsibility - It's more than money Pam Klein	Canadian Room
Communications	Think Tank: Shaping our challenges Tamara Gillis	Oak Room
Board Mgmt.	IABC 101 Catherine Ducharme	Maple Room
10:35 to 10:50 a.m.	Snack break and room transition	
10:50 to 11:50 a.m.	Concurrent Breakout Session	
Leadership	Getting leaders to love community investment Carla Warnyca	Canadian Room
Communications	Digital Strategy: Successfully reaching your audience via social media Ashlyn George	Oak Room
Board Mgmt.	Adding value through strategic leadership Laura Soparlo	Maple Room
12:00 to 1:00 p.m.	Lunch Keynote Mary Weimer	Canadian Room
1:00 to 1:10 p.m.	Room transition	
1:10 to 2:10 p.m.	Concurrent Breakout Session	
Leadership	Leadership skills for communication professionals Claire Watson	Canadian Room
Communications	How market data proved us wrong Miriam Johnson and Megan Wolfinger	Oak Room
Board Mgmt.	IABC corporate membership program Stephanie Doute	Maple Room
2:15 to 3:00 p.m.	Delegate Keynote Stephanie Doute	Canadian Room
2:15 to 3:00 p.m.	Crasher Keynote Jeph Maystruck	Oak Room