

WELCOME TO A NEW  
KIND OF CONFERENCE.

# BUSINESS BOOTCAMP

MAY 13-14

Presented by COX & PALMER

## DAY ONE



## DAY TWO

### PANEL DISCUSSION

### MORNING SESSION



**JENNIFER MASSEY**  
Partner  
KBRS



**HEATHER PETERS**  
Senior Associate  
KBRS



**CONSTANZA SAFATLE**  
Founder & CEO  
Newbornlander

### NAVIGATING OUR WORKFORCE REALITY



**DAWN DESJARDINS**  
Chief Economist, Deloitte Canada

### THE BIGGER PICTURE: GLOBAL ECONOMIC TRENDS AND THEIR LOCAL IMPACT

### BUSINESS BOOTCAMP WORKSHOPS (CHOOSE 2)

### (CHOOSE 1) BUSINESS BOOTCAMP WORKSHOPS



**YVES BOUDREAU**  
CEO, CareerBeacon

### EMBRACING THE FUTURE: AI'S TRANSFORMATIVE ROLE IN THE WORKPLACE



**KATE O'NEILL**  
Partner  
Cox & Palmer



**MATTHEW PEYTON**  
Partner  
Cox & Palmer



**ANNA COOK**  
Partner  
Cox & Palmer

### LAWYERS IN THE HOT SEAT: YOUR LEGAL QUESTIONS ANSWERED

**+** ATANU HALDAR,  
KAYLYN ANTHONY,  
& LUKE HAYDEN  
Associates



**WILLIAM DRAY**  
Co-Owner, Andersons

### ENGAGE, CONNECT, INFLUENCE: THE POWER OF AUTHENTICITY ON SOCIAL MEDIA



**LAURABEL MBA**  
Founder  
Laurabel Mba Consulting



**TERA MCDONALD**  
Founder  
Kalawikk Diversity

### MOVING BEYOND DIVERSITY: FOSTERING INCLUSIVE WORKPLACES



**HEATHER DALTON**  
Partner, m5



**EDDY RUMSEY**  
Product Marketing Manager, m5

### BEYOND THE BRAND: ENSURING THAT YOUR BUSINESS STANDS OUT



**KEVIN MCCANN**  
Managing Partner  
NATIONAL Atlantic



**HAYLEY SHAUGHNESSY**  
Senior Consultant  
NATIONAL Atlantic

### HOW TO COMMUNICATE WITH PURPOSE TO ATTRACT AND RETAIN TOP TALENT

### LUNCH PANEL

### THE JOURNEY OF ENTREPRENEURSHIP



**ALICIA MACDONALD**  
Co-Owner  
Port Rexton Brewery



**MARIA HALFYARD**  
Founder  
mernini



**MIKE WINTER**  
Co-Founder  
trophi.ai



**GILL WHELAN**  
Founder  
Whelan Wellness



### LOVE LOCAL LUNCH

SELECT, SAMPLE, SAVOUR AT SMALL POP-UPS!

Members can experience the many tastes of our local cuisine at this fun and interactive networking luncheon



### M2M MARKETPLACE

BOTH DAYS

Visit before, after, and in-between sessions to connect with members and learn about the products and services they offer!

**HAPPY  
HOUR  
@4PM**

### ASK THE EXPERTS

Stop by for swift, tailored advice from experts in fields from legal to AI, tax to marketing, and beyond!

**HEAVE AWAY  
HAPPY HOUR  
@4PM**