

Defining a New Era 2021 SITE Canada Education Day AGENDA

Date: Wednesday, October 27, 2021
Time: 10:00 AM – 5:00 PM (EST)
Location: In-person and Virtual

9:30 AM Continental Breakfast

10:00 AM Welcome Remarks

Event Host - Shane Feldman

10:15 AM Keynote Session

Travel and Tourism – From Current State onto the Path of a New Era

Marc Seguin, Vice President, Policy and Government Affairs, TIAC

As the travel economy voice in Canada, TIAC (Tourism Industry Association of Canada) is focused on a robust recovery plan that will lead the tourism industry forward, assist the travel and tourism labour market and regain Canada's position as a global destination. Now is the time for lobbying the government to ensure the travel industry comes back from a devastating two year all-time low.

Marc will share the post-election legislative and policy environment within tourism results from recent industry surveys and discuss key critical elements on the path to a new era.

11:30 AM Breakouts

Breakout One

The Happiness Diet: Eating to Optimize Brain Health, Gut Health, & Mental Health

Liz Pearson, Registered Nutritionist, Author and Speaker

The COVID-19 pandemic has had a major impact on our lives, including our mental health. It has left many of us feeling stressed, anxious, and

overwhelmed. While it's natural to feel these emotions, research also shows that a healthy lifestyle can greatly influence our ability to cope with challenging situations. More specifically, a growing and compelling body of research shows that what we eat plays a significant role in the prevention and treatment of mental health disorders, such as anxiety and depression, as well as our ability to handle stress. Certain nutrients and dietary patterns promote a healthy brain, as well as a healthy gut microbiome – both of which are critical to mental well-being. In contrast, a lack of specific nutrients and an excess of unhealthy, ultra-processed foods can cause great harm.

This insightful, research-based, and very timely presentation is about optimizing mental health, and reducing the risk of anxiety and depression, through food choices.

Breakout Two

Sustainability and Circular Economy: What the Future Holds.

Benoit Sauvage, CEO of Hospitality Sustainability Revolution (HSR)

Helping the hospitality industry to better thrive and flourish through a circular economy and understanding sustainability from a global standpoint is key to our recovery.

Integrating inclusivity and accessibility and incorporating best practices in the planning and execution of your events will enhance and differentiate your company's brand, increase your clientele, reduce your costs, and deliver exceptional experiences.

Take Aways:

1. Understand where sustainability stands in the world after the COVID19 pandemic and its special place and role in our industry.
2. Learn how to best navigate, use and apply sustainability certifications, the United Nations 17 SDGs and Climate Neutral Now Pledge.
3. Learn from success stories of innovative players at the forefront of our industry and take the first step to your sustainability journey.

Breakout Three (Note: All Virtual Attendees Will Attend Breakout Three)

Redesigning Event Experiences in a Post-Covid Landscape - Participant Behaviours Have Changed and so Must our Creative Event Strategies

Nicola Kastner, VP, Head of Event Strategy for SAP Global Marketing

After a challenging period that no one could have predicted or prepared for, we have entered a new era of events. In this session, Nicola will look at the present and future state of the event industry. Nicola, who leads event strategy and design for SAP, will share their event experiences. She'll take us on a journey of her experiences with both digital and physical events, decisions and utilization of hybrid events within event strategies, the changed expectations

and needs of attendees and the implications of all these elements on overall event design.

12:30 PM **Lunch Networking**

1:30 PM **Keynote Session**

The Need to be Decisively Indecisive: Understanding Behavioural Changes for the Meetings & Event Industry

Michael Dominguez, President & CEO, Associated Luxury Hotels International

The Pandemic forced all of us to experience so many learnings, twists, and forks in the road. As we start to emerge into a clearer future, there has never been a greater need for you to be *Decisively Indecisive*.

“Affective Forecasting”, the psychological study of how one feels into the future is front and center in 2021/22. The experience of 2020 has been unexpected, uncertain, and devastating in many ways.

What will be the long-term changes in our industry? What are the silver linings to come out of this challenging time? It is important to know where to look and more importantly to not overthink what may or may not be structural in change.

This session will help identify the questions we should be asking as we know the next 18 months will set the course on where we end up with permanent behavioral changes to the Meetings & Events Industry.

Learning Objectives:

- Update on the current situation regarding the Global state of COVID19 and Vaccine distribution
- Meeting environment expected changes for the remainder of 2021
- Current state of the economy and expectations for 2021 and 2022
- A review of travel experience changes and expectations
- The need to engage – still ever present
- Adoption of technology and process in a “Fast Forward” society

2:30 PM

The Future Workforce of Hospitality & Tourism in a Post-Pandemic Era

Dario Guescini, B.Eng, M.Eng, CHRL, Director, Work-Integrated Learning, Experiential Education & Global Mobility, George Brown College

Liana Carniello, B.A., CHRL Director, Human Resources - The Sheraton Centre Toronto and President - Hospitality Human Resources Professional Association

Dario and Liana will cover hot topics in the HR industry such as:

- Workforce perspective pre-covid
- Workforce perspective post-covid
- How technology is changing the hospitality and tourism sector including via AI, Cyber Security, Smart City/ IoT
- Workforce agility and the ability to retool and adapt to changing circumstances. Given the rapidly changing landscape, and the digital transformation many organizations are undergoing, how can they ensure they have the right talent?
- How are demands changing for workers and how are the required skills changing? What does it look like for young people looking to enter the industry?
- What have you seen as being the most effective approach to upskilling and reskilling in the industry?
- Reskilling/ upskilling and the skills of the future

4:00 PM

Future-Proof Passport: Building and Scaling to Move Beyond Competition and Elevate Impact

Shane Feldman, Founder of Count Me In

In today's unpredictable landscape, your competitive edge is collaboration. In this empowering, forward-looking talk, Shane Feldman goes beyond the hype and speculation to reveal a fundamental truth: In today's unpredictable landscape, community and purpose are what will set you apart.

New disruptive business models, new flexible work arrangements, new tech-fueled innovation are all part of the future of work. Shifting perceptions of entrepreneurship and moving beyond tech-fueled competition, Shane helps audiences re-focus, re-connect, and elevate their impact.

Taking audiences behind the lessons learned interviewing community leaders in places ranging from Albania and China, to Ghana and France, Shane decodes how to empower human connection, future-proof your organization, and optimize people, planet, and profit through real-world examples and clear strategies you can apply right away.

This customized session gives audiences key takeaways to:

- Become more persistent, courageous and resilient
- Build the community that will thrive through change and uncertainty
- Uncover the why behind your work, promoting authenticity
- Uncover a sustainable growth mindset

5:00 PM

Networking Reception

Our day will wrap-up with Cocktail Reception at the hotel and a Virtual Networking Lounge on the platform.