



ICCA Canada Summit

Deconstructing and
Reconstructing meetings

24 August

1pm – 4pm EST

[Register Now](#)

Preliminary Programme

13:00 - 13:15

Opening ICCA Canada Summit – Deconstructing and Reconstructing Meetings

- **Senthil Gopinath**, CEO, ICCA
- **Steve Mackenzie**, ICCA North America Chapter Chair
- **Darren Isenberg**, Corporate MC, Keynote speaker on positive influence, presentation skills coach at Darren Isenberg presents (Moderator)

13:15 – 13:55

Let's deconstruct!

We'll take a two-pronged approach to breaking down the impact of the COVID-19 pandemic on our industry's future. First, panelists from across the sectors of the meetings industry will examine current RFP pain points such as contracts, planning timelines, numbers of in-person attendees, and insurance. Next, we'll dig into insights from legal, insurance, and local government experts. This session will help us attain a more holistic view of the state of our industry and discover concrete solutions to move us forward.

- **Virginie De Visscher**, Senior Director of Business Development – Economic Sectors, Destination Canada Business Events.
- **Steve Adelman**, Head of Adelman Law Group, PLLC and VP Event Safety Alliance.

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- **François Jean**, CIP, CRM Managing Principal HUB International Québec Limited.
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13:55 – 14:10

Networking Break

14:10 – 14:50

Rebuilding and reconnecting

Audience engagement has looked very different in the last 1.5 years. How will the lessons learned shape the future of meetings and what will community building look like in the new normal? To help us answer these questions, we're turning to the Director of Audience Development for TED Conferences, Carla Zanoni.

Plus, we'll go interactive to experience a creative, innovative approach to networking with virtual engagement tool [Piccles](#).

- **Carla Zanoni**, Director of Audience Development, TED Conferences
 - **Chris Brent**, Founder of Piccles.
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14:50 - 15:00

Networking Break

15:00 – 16:00

The Innovation Incubator –Reconstructing meetings through innovation

Get inspired with a series of micro-presentations from a diverse lineup of industry professionals who are driving change and innovation. Leave this session with tangible solutions for new business models, safe-event bubbles, legacy events, and more.

- **Luc Charbonneau**, Interim CEO and Director of Business Development and Strategic Alliances, Palais des congrès de Montréal
 - **Stephanie Lynch**, Manager, Partnerships and Projects, Explore Edmonton
 - **Stewart Irvine**, Co-Founder and President, Krowdx Inc.
 - **Anthony Vade**, Director North America, Event Design Collective GmbH
 - **Genevieve Leclerc, CMP**, Co-founder and CEO Meet4impact
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