

## “Dare 2B Different”

2016 Markham: Dare 2B Different, this theme acknowledges that we must challenge ourselves to strive to stay relevant in this ever changing industry and dare to do things differently in 2016.

- Keynote - Donald Cooper, The Donald Cooper Corporation, Toronto, ON “Dare to be different...the business of succeeding into today’s competitive ‘experience market’!”
- Andrew Arntfield, Field Day Inc., Toronto, ON “ The Culture Bubble”
- Matthew M. Young, Canadian Centre on Substance Abuse, and Gonzo Nieto, Canadian Students for Sensible Drug Policy (CSSDP) “Preventing Drug and Alcohol Related Harms at Music Festivals In Canada”
- Anne-Sophie Lawless, Outreach and Marketing – Canada 150 and Heather Sinclair, SESQUI “Canada 150”
- Stephen Murdoch, Enterprise Canada, a Public Relations Company, St.Catharines, ON “What Making Headlines! Earned Media: What It Is & Why You Want More of It ”

## “Let the Inspiration Flow”

2015 Niagara Falls: Let the Inspiration Flow is reflective of what we do! We share ideas, innovations, trends and best practices. All great ideas start with inspiration! That was the guiding principle in 2015

- Keynote - Chip Conley, Fest300, San Francisco, CA “Finding Your Humanity Through Festivals”
- Bernie Robertson, Centre of Excellence for Public Sector Marketing, Ottawa, Ontario “ Taking Control of Your Event Brand”
- Stephen Fischer, Welland International Flatwater Centre, Welland, Ontario “International Sport Tourism – The Intersection of Sport, Festival & Attraction”
- Shannon McNeven, Republic Live Inc., “Creating a Brand/Event that Transcends its Economic Impact for the Province, Region & Municipality”
- Rebecca LeHeup, Ontario Culinary Tourism Alliance, Prince Edward County, Ontario “Embracing the Local Food Movement & Culinary Tourism”
- Brent Barootes, Partnership Group, Calgary Alberta “What the Future Holds – The Trends and Opportunities for Corporate Sponsorship & Overall Life Growth”

## “Excite & Energize”

2014 Richmond Hill: Excite & Energize theme speaks to the very nature of the Festivals and Events industry!

- Keynote - Hon. David Peterson & Saäd Rafi, TO2015 Pan Am/Parapan Am Games, Toronto, Ontario “The TO2015 Pan Am/Parapan Am Games! United We Play!”
- Michael Kerr, Humour At Work and Canadian Speaking Hall of Fame Member, Canmore, Alberta “Putting Humour to Work for Less Stress and More Success!”
- Chrystal Dean, 2014 WorldPride, Toronto, Ontario “Pride on a World Stage – WorldPride 2014 Toronto!”
- Joann Flaminio, Boston Athletic Association, Boston, USA, Martin Kenneally, TO2015 Pan Am/Parapan Am Games, Toronto, Ontario and Jim Laurendeau, Calgary Stampede, Calgary, Alberta “The Show Must Go On! Overcoming and Preparing For the Unexpected”

## “Celebrating Cultures”

2013 Mississauga: Celebrating Cultures Acknowledging the multicultural nature both of the City of Mississauga and the many ethnic/multicultural/diversity festivals and events that are staged annually in Ontario

- Keynote - Johanna Marsal, Moment Factory, Montreal Quebec “We do it in Public!”
- Warren Evans, Canadian Speaking Hall of Fame Member, Hillsburgh Ontario “A Look at Where in the World the World is Going”
- Rick Naylor, Accucom Communications, Toronto Ontario and Wendy Kane, Wendy Kane & Associates, Toronto, Ontario “An Invitation to the Nation-The 100<sup>th</sup> Grey Cup Festival”
- Deanne Carson, Calgary Stampede, Calgary Alberta “We’re Greatest Together-100 Years of Community”
- William O’Toole, EPMS, Sydney Australia “Event Project Management System”
- Shannon Chow, Emergency Rescue Academy , Toronto Ontario “Crisis Management-Planning, Writing & Implementing (plus emergency first aid & CPR)”