

BILD-ing The Best Summit



○ Leadership & Professional Development Training ○ Mental & Physical Wellness

NOVEMBER 27, 2018

Strong, resilient employees create the best high-performing and innovative team. By investing in your employees' professional development and wellness today, you invest in your company's productivity and future growth. Send your young leaders to the BILD-ing the Best Summit to keep your firm on the competitive edge.

A FEW OF OUR KEYNOTE SPEAKERS

- ▶ **Opening Keynote: Relentless Adaptation**
Amber Mac, Technology and Media Specialist
- ▶ **Building your brand in today's digital age**
Amber Mac, Technology and Media Specialist
- ▶ **Influence & Persuasion**
Christine Burych, StarlingBrook Leadership Consulting
- ▶ **Sharpen Your Edge with Mental Fitness**
Sean Finnell, MINDSET Brain Gym
- ▶ **On the Go Meals Doesn't Have to Mean Kraft Dinner**
Chef Sous Chef

PROGRAM DETAILS

Breakfast: 8:00 am
Morning Talks Program: 8:40 am - 12:30 pm
Lunch &
Location: Paramount Event Venue
 222 Rowntree Dairy Rd., Woodbridge
FREE for Members (\$200 + HST, non-members)

- Includes:**
- Your selection of speaker sessions
 - Your selection of one-on-one appointments to help build your personal brand & wellness
 - Deluxe continental breakfast
 - Coffee Breaks
 - Hot Buffet Lunch

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SPONSORSHIP OPPORTUNITIES

- \$500 - Coffee Break Sponsor
- \$750 - Breakfast Sponsor
- \$1,500 - Lunch Sponsor
- \$1,500 - Keynote Sponsor

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www.bildgta.ca

FREE MEMBERS ONLY NON-MEMBERS \$200 + HST SPONSORSHIP \$ TOTAL PRICE \$

CONTACT PERSON NAME _____ COMPANY _____ EMAIL _____ TELEPHONE _____

Please charge my credit card for the Nov. 27 Summit VISA Mastercard American Express

NAME ON CARD _____ CARD NUMBER _____ EXP. DATE _____ SIGNATURE _____

FEATURED SPEAKERS

Opening
Keynote
8:45 - 9:20 AM



Amber Mac, Technology and Media Specialist Relentless Adaptation: How Great Companies Are Really Innovating to Win

We obsess over innovation. But innovation is overrated. If you look at the smart companies that are prized for "innovation," you see that they are actually masters of "adaptation"—of knowing when to adjust, when to speed up, and when to capitalize. **Amber Mac helps companies adapt to, anticipate, and capitalize on lightning-quick changes—from Artificial**

Intelligence to social media to the Internet of Things, from marketing to customer service to digital parenting and beyond. It's not just about innovation, she says; it's about adaptation. Is your company taking advantage of disruptive new technologies, or simply being disrupted by them? How will artificial intelligence and future digital trends affect your business and employees? From the C-Suite to marketing to customer service and beyond, a newly adaptive corporate culture, defined by digital technology and bold leadership, is fundamentally changing business. And Amber Mac has had her ear to this fertile new ground for years. Fusing new concepts like crowdsourcing and gamification to a timeless strategic framework, this big picture talk sheds light on how to adapt, and how to win, in our fast-forward economy.

Bonus Talk with
Amber Mac
10:05-10:35 AM
Limited to
40 seats

Building your brand in today's digital age

Building and maintaining a strong brand is essential for any business. The greater a company's devotion to building its brand value, the better the financial return from its effort. How is this best accomplished in today's digital age? How important is your personal brand when developing your career or that of your company? As owners and employees do you need to worry about how your personal brand and that of your company intersect? Amber Mac explains how to break down your brand and digital strategy; from big data, personal privacy to digital security, online marketing to social leadership, she'll answer your questions in this intimate discussion.

Pick one

9:30 - 10:00 AM

- Growing Your Personal Wealth - Rodney Anton, Sr. Investment Advisor, HollisWealth**
Growing your personal wealth will give you the confidence and flexibility you need to pursue your passions. Join Rodney Anton, a Certified Financial Planner, as he guides us through saving fundamentals 101 and the tools available to build your piggy bank.
- Social Media KnowHow - Stephanie Niven, Director of Business Development, Art & Science**
Technology and social media tools are ever-changing. Which tools should you use to grow your personal brand and that of your company? What are the latest apps and how do you use them? Which ones are best to help you leverage your professional strengths and get the job interviews you want? Join Stephanie Niven of Art & Science, a firm with ten-year history of creating digital experiences for some of the biggest brands in Canada to find out!
- Sharpen Your Edge with Mental Fitness - Sean Finnell, Co-Founder & Chief Experience Officer, MINDSET brain gym**
Embraced by business titans and major league athletes alike, mindfulness meditation is rapidly becoming a foundational exercise for the world's top performers to gain that crucial edge in the hyper-competitive environments. Join local entrepreneur Sean Finnell, co-founder of MINDSET brain gym, as he takes us through Mental Fitness 101 – busting common myths and misconceptions, and explaining how leveraging meditation, mindset and flow states can supercharge your productivity, bolster your resilience to stress, and allow you to gain greater self-mastery.

Pick one

10:40 - 11:55 AM

- Influence & Persuasion – The Art of Getting What You Need to Grow Your Career - Christine Burych, President, StarlingBrook Leadership Consulting**
Have you ever wondered how some navigate the work landscape better than others? Or perhaps you wish you could negotiate like a pro? This intense workshop will help identify the skills you need to develop to successfully negotiate with others, increase emotional resiliency and how get your mind back in the game once you've had a setback. This session with help you understand your strengths and ask better questions so you can take the next big step in your career.
- Maintain Your Balance - Sammantha Ritacco, Illuminate Yoga**
Sammantha is a Registered Yoga Teacher specializing in mind-body connection, guiding students to enrich their lives through balanced mental, emotional & physical health. She also holds certificates in Yoga for Athletes, Yoga for Anxiety, Power and Core Yoga, Chair Yoga and more! With lived experience, her regular yoga practice is fundamental in her ability to overcome struggles with anxiety, depression, eating disorders and self-harm. Join Sammantha for an inspiring talk on the benefits of yoga, including a live demonstration. You are welcome to bring your own yoga mat and join in!

AND The Power of Design can influence workplace effectiveness

Suzanne Bettencourt, Principal, figure3

Design influences us unconsciously. Unconscious cognition drives up to 98% of how we think, feel, decide and behave, particularly in workplace environments, where design can influence employee wellness and ultimately company performance. Suzanne Bettencourt, Principal at figure3 understands the power of design. From running an effective workplace of 70+ designers at figure3, to designing workplaces for some of the most prominent companies across North America, Suzanne will help you understand how to design beautiful, engaging and healthy workplaces, beginning with what is most important, a company's core values.

Closing
Keynote
12:00-12:30 PM

On the Go Meals Doesn't Have to Mean Kraft Dinner Chef Sous Chef

Join the dynamic duo, Philip and Mystique, of Chef Sous Chef, as they demonstrate that it is easier than it looks to eat healthy in today's busy world! Chef Sous Chef's 'made together' approach to cooking and entertainment will showcase wholesome recipes made at home with real food ingredients that are visually beautiful as they are delicious. Hear about their brand story while they create signature dishes for young professionals on the go!

REGISTRANT NAME

COMPANY

REGISTRANT NAME

AGENDA

8:00 - 8:40 AM
Breakfast

8:45 - 9:20AM
Welcoming Remarks &
Opening Keynote:
Relentless Adaptation

9:30 - 10:05 AM
● Growing Your Personal
Wealth (30 min)
● Social Media
KnowHow (30 min)
● Sharpen Your Edge with
Mental Fitness (35 min)

10:00 - 10:25 AM
Coffee Break

10:05 - 10:35 AM
Early Bird Bonus Talk:
Building Your Brand

10:40 - 11:55 AM
Influence & Persuasion
Workshop (75 min)

10:45 - 11:15 AM
Maintain Your Balance

11:25 - 11:55 AM
Design Influence

12:00 - 12:30 PM
Closing Keynote: On the Go
Meals Doesn't Have to
Mean Kraft Dinner

12:35 - 1:30 PM
Lunch