











Agenda: DAY 1 – Tuesday, October 26, 2010

Time	Activity	Room	Proudly Sponsored By:
7:30-8:25am	Breakfast + Registration	Foyer	
8:30 – 8:45am	Welcome + Opening Remarks - Bruce Lee	Chrome Room	
8:45 – 9:45am	Opening Keynote 1: <i>The Decade Unfolds – A Review of 2010 and Look to 2011</i> – Brent Barootes, Partnership Group – Sponsorship Specialists™	Chrome Room	
9:45 – 10:00am	Nutrition Break	Foyer	
10:00 – 10:55am	Concurrent Workshop Session (Choose 1 of 3) <ol style="list-style-type: none"> 1) <i>Forget Fixed Activation to Rights Ratios – Leverage Measureable ROI to Drive Your Success</i>– Don Mayo, IMI – Suitable for Sponsors 2) <i>We Puzzle: Activating a Sponsorship Experience ... A Property/Sponsor Collaboration</i> - Mark McConnell, Flow Experience Inc. – Suitable for Properties + Sponsors 3) <i>Philanthropy and Sponsorship – Complementary or Contradictory</i> - Ross Marsh, Ross W. Marsh & Associates – Suitable for Properties + Sponsors 	Sundance A Sundance C Sundance B	
11:00 – 11:55am	Concurrent Workshop Session (Choose 1 of 3) <ol style="list-style-type: none"> 1) <i>The One that Got Away and other True Fish Tales and Case Studies</i> - Judy Haber, Performance Sponsorship Group – Suitable for Properties 2) <i>The Deductibility of Sponsorship Fees vs. Charitable Deductions</i> – Adam Aptowitzer, LL.B., Drache Aptowitzer Professional Corporation - Suitable for Sponsors 3) <i>How to Leverage a Property's Brand and Generate Sponsorship Revenue from the Brand</i> - Paolo Pastore, NBA Canada Inc. – Suitable for Properties + Sponsors 	Sundance A Sundance B Sundance C	

12:00 – 12:55pm	Networking Lunch	Chrome Room	MARKETING
1:00 – 2:00pm	Keynote 2 <i>Guerrilla Marketing - How to Activate Sponsors and Drive Traffic for Your Event</i> - Orvel Ray Wilson, The Guerrilla Group Inc.	Chrome Room	OOMP!
2:05 – 3:00pm	Concurrent Workshop Session (Choose 1 of 3) 1) <i>How Social Media Platforms and Tools can benefit Properties and Sponsors</i> - Jason Peck, eWayDirect – Suitable for Properties + Sponsors 2) <i>Connecting People and Celebration: WestJet's Fun 'n Festivals Series</i> – Sara Foster / Alyson Cameron, WestJet – Suitable for Properties + Sponsors 3) <i>Expect the Unexpected: Fully Leveraging Partnerships</i> - Sean Rodman, Royal BC Museum – Suitable for Properties	Sundance A Sundance B Sundance C	
3:05 – 3:25pm	Nutrition Break	Foyer	
3:30 – 4:45pm	Discovery Session – Interactive Panel Discussion	Chrome Room	 
4:45 – 5:00pm	Closing	Chrome Room	
5:00 – 7:00pm	Ross W. Marsh - Hosted Reception	Chrome Room	

Agenda: DAY 2 – Wednesday, October 27, 2010

Time	Activity	Room	Proudly Sponsored By:
7:30 - 8:25am	Breakfast + Registration	Foyer	
8:30 – 10:45am	Opening + Five Minute Pitch™ – Interactive Panel Session	Chrome Room	
10:45 – 11:00am	Nutrition Break	Foyer	 <p>enigmaresearch CORPORATION EVENT RESEARCH SPECIALISTS</p>
11:00 – 11:55am	Concurrent Workshop Session (Choose 1 of 3) <ol style="list-style-type: none"> 1) <i>Innovate or Perish: Cutting Edge Ways to Drive Sponsorship Value & Results in a New Economy</i> - Ian MacGillivray, Oomph! Events – Suitable for Properties 2) <i>Dollars and \$ense: Why Sponsorships can Work for any Organization</i> - Ron Podbielski, SaskEnergy – Suitable for Sponsors 3) <i>Web-Based Sponsorship Applications Systems : Friend or Foe</i> - Chrystal Robert, Manitoba Lotteries Corporation – Suitable for Properties + Sponsors 	<p>Sundance C</p> <p>Sundance A</p> <p>Sundance B</p>	 <p>OOMPH!</p>
12:00 – 12:55pm	Networking Lunch	Chrome Room	 <p>REC media</p>
1:00 – 1:55pm	Concurrent Workshop Session (Choose 1 of 3) <ol style="list-style-type: none"> 1) <i>Taking the “Common” out Sense and Sponsorship</i> - Kim Maclean, KIVA Consulting – Suitable for Properties + Sponsors 2) <i>A Sponsor’s Perspective on what a Winning Proposal looks like</i> - John Windwick, ATB Financial – Suitable for Properties 3) <i>Delivering Sponsor Results from a National Organization at a Local Level</i> - Sharon Wood/Kate Munoz, Kid’s Help Phone – Suitable for Properties + Sponsors 	<p>Sundance A</p> <p>Sundance C</p> <p>Sundance B</p>	

2:00 – 2:55pm	<p>Concurrent Workshop Session (Choose 1 of 3)</p> <ol style="list-style-type: none"> 1) <i>Sponsorship Contract – What You Need to Know to Survive</i> – Steven Indig, Centre for Sport and Law – Suitable for Properties 2) <i>National Sponsorship Study Planning Session</i> - Michael Harker, Enigma Research Corporation – Suitable for Properties + Sponsors 3) <i>Let's get Real! What's really in it for the B2B Sponsor?</i> - Lucy Railton, Konica Minolta Business Solutions (Canada) Ltd. – Suitable for Properties + Sponsors 	<p>Sundance C</p> <p>Sundance A</p> <p>Sundance B</p>	
3:00 – 3:15pm	<p>Nutrition Break</p>	<p>Foyer</p>	
3:20 – 4:15pm	<p>Concurrent Workshop Session (Choose 1 of 3)</p> <ol style="list-style-type: none"> 1) <i>Closing the Deal – Creating a Sponsorship Deck that Works</i> – Seamus O'Keefe, Partnership Group – Sponsorship Specialists™ & SOK Associates – Suitable for Properties 2) <i>PepsiCo and Hockey Canada – Building a Long Term Partnership</i> - Dale Hooper, PepsiCo Beverages Canada – Suitable for Properties + Sponsors 3) <i>Getting your Prospect to tell you their Secrets</i> - Shelly Smith-Hines, MS Society of Canada, Manitoba Division – Suitable for Properties 	<p>Sundance C</p> <p>Sundance A</p> <p>Sundance B</p>	
4:15 – 4:30pm	<p>Closing Prize Draw: Grand prize - worth over \$8500 2nd prize - worth over \$2400 3rd prize - worth over \$2100</p>	<p>Chrome Room</p>	