

LEADING CANADA TO WORK

NATIONAL CONFERENCE

NIAGARA FALLS, ONTARIO

MAY 15TH, 16TH AND 17TH

2018

#ACSESS2WORK2018



SERVING THE STAFFING
AND RECRUITING INDUSTRY



Association of Canadian Search,
Employment and Staffing Services

Association Nationale des Entreprises en
Recrutement et Placement de Personnel

20 YEARS

Conference Partner



PROGRAM

| TUESDAY, MAY 15 | | Sponsored by |
|-------------------------|--|--------------|
| 12:30 P.M. | Registration Opens | |
| 2:30 P.M. - 3:20 P.M. | OPENING KEYNOTE PERFECTING YOUR PERSONAL BRAND Erin Bury, Managing Director, Eighty-Eight Technology and Marketing Expert, Start-Up Fanatic Named one of Marketing Magazine's 'Top 30 Under 30,' Erin is a marketer, former technology journalist, Financial Post columnist and CTV News tech commentator. At this session, Erin will share her experience and explain how you can best perfect your personal brand within the search, recruiting and staffing industry. | |
| 3:30 P.M. - 5:00 P.M. | GROW UP!: A panel presentation on the Impact of Legalizing Marijuana Moderator: Chris Roach, CPC, Principal, Engineering & Technical Division, David Aplin Group Panelists: Shivari Chopra, LL.B, Hicks Morley Jonathan Tafler, Senior Director, Product & Operations, Employer Health Solutions, Shoppers Drug Mart and Loblaw Attend this panel discussion to learn about the potential medical value of cannabis, its impairment risks and the HR challenge of implementing an effective substance abuse policy in the workplace. | |
| 6:15 P.M. | Departure by shuttle buses from Hilton Hotel lobby to Opening Social at Jackson Triggs Estate Winery (ticketed event) | |
| WEDNESDAY, MAY 16 | | Sponsored by |
| 7:45 A.M. | Registration and Continental Breakfast with Exhibitors | neuvoo |
| 8:45 A.M. - 10:10 A.M. | KEYNOTE PLENARY SESSION DANCING WITH DISRUPTION Mike Lipkin, President, EnviroNics/Lipkin Back by popular demand, Mike will present a custom session for ACSESS, based on his new book: Dancing with Disruption. Through this once-in-a-lifetime experience, you'll discover the seven secrets to thrive on massive change and compel the most desirable people to work 'only with you.' | |
| 10:10 A.M. - 10:45 A.M. | Break with Exhibitors | |
| 10:30 A.M. - 5:00 P.M. | ACSESS Exclusive Workshop FULL-DAY WORKSHOP Peter Leffkowitz, Founder & CEO, the Morgan Consulting Group and Morgan 20/20 Search If you're a recruiter or a manager, you're invited to join Peter for a special FULL DAY, limited space workshop designed to teach you how to boost your verbal and eSourcing recruiting techniques – and your billings. | |
| 10:45 A.M. - 12:00 P.M. | KEYNOTE PLAN, POSITION AND PROPEL YOUR BUSINESS TO NEW HEIGHTS Leo J. Sheridan, CEO, Advanced Group Kickstart your journey to exponential growth with this session's step-by-step blueprint to evolve your business. Leo will walk you through how-to: identify a strategic focus for your business, develop the best structure to support it and build a high-performing culture to execute on your plan. | |
| 12:00 P.M. - 1:45 P.M. | Buffet Lunch (profiling exhibitor services) | |

PROGRAM

| WEDNESDAY, MAY 16 | | Sponsored by |
|-------------------------|---|---|
| 1:45 P.M. - 3:00 P.M. | GIVE IT TO THE BOTS Bullhorn speaker (TBC) This instructive session will use examples to debunk common misconceptions you may have about how automation and AI affect recruiting. It will also describe a future where these technologies help recruitment pros like you to increase productivity, streamline efficiencies and optimize your operations. | |
| | SALES ENABLEMENT TO MEET AND EXCEED YOUR TARGETS Tim Rooney, Sales Optimizer, Rooney, Earl & Partners Are the days of 'relationship selling,' 'solution-based selling' and 'cold calls' over? Is there an ideal sales person profile? The new and improved seems to be 'sales enablement' but what does it mean? Join Tim for answers to these questions and insights on how you can enable your sales team to hit their targets in today's workplace. | |
| 3:00 P.M. - 3:30 P.M. | Break with Exhibitors | |
| 3:30 P.M. - 5:00 P.M. | LEGAL PANEL "IN A YEAR OF DISRUPTION": Moderator: Mary McIninch, LL.B., Executive Director and Government Relations, ACSESS Panelists: Rh  aume Perreault, CRIA, Partner, Fasken Martineau DuMoulin Craig Foster, LL.B, Hicks Morley Ryan Conlin, LL.B, Partner, Stringer LLP This session will highlight recent and pending legislative and regulatory changes that have or will affect the way you do business. From the Ontario Liberal Party's initiatives, such as Bill 148, to other precedent setting policies in Canada, this panel is ready to address your concerns and questions. They will also table future opportunities you'll want to know. | |
| 5:30 P.M. - 6:30 P.M. | Chapter Presidents Meet & Greet (by invitation only) | |
| 6:30 P.M. | Networking Dinner Spyce Lounge, Hilton Hotel |  <small>Canada's Insurance Connection</small> |
| THURSDAY, MAY 17 | | Sponsored by |
| 7:30 A.M. | Registration and Continental Breakfast with Exhibitors | |
| | ACSESS AGM | |
| 9:00 A.M. - 10:30 A.M. | RECRUITMENT DISRUPTION & INNOVATION: Industry Panel on Technology & Other Factors Driving Changes in Our Industry Moderator: Darlene Minatel, Country Manager, ManpowerGroup Canada Panelists: Mike Gooley, President & Founder, ClearView Executive Search Michael Leacy, Vice-President of IT & Engineering Services, Ian Martin Byrne Luft, Country General Manager, Kelly Canada Hiring practices have become dynamic and tech-enabled. This technology shift is fueled by the rise of data, artificial intelligence (AI) and machine learning. But there is a larger shift happening that is about more than changing technology. It's about people – how they work, where they work, and the culture that guides and motivates them. Technology is the <i>how</i> not the <i>why</i> ! Panelists will share their different perspectives and opportunities amid the disruption and innovation we all face. | |
| 10:30 A.M. - 11:15 A.M. | Break with Exhibitors | |
| 11:15 A.M. - 12:15 P.M. | THE MILLENNIALS: HOW THIS GENERATION IS CHANGING EVERYTHING David Coletto, CEO and Founding Partner, Abacus Data "Generational change is giving rise to a new, more forceful consumer and employee," says David. Having studied Millennials for the past six years, his insights are research-based, balanced and respectful. David will take you on an interactive journey to understand why Millennials are the way they are, what makes them different, and how they are impacting your clients and the workforce. | |
| | SAVE ME, I'M STRESSED – A STAFFING INDUSTRY SPECIAL Steve Jones, President, Steve Jones Business Leadership Corp. Steve Jones will reflect upon his lifetime experience in the staffing industry and review the four main reasons why this industry makes us all feel so stressed. With real-life context, we'll discuss the staffing industry's typical stress creators with the most common stress contributing behaviours. Then we'll reveal the tactics, strategies and approaches you can use to put your "life" back into work-life-balance. Hint.... Don't expect to hear anything about lowering your goals, accomplishing less or work avoidance. If you want to be happy, let's deal with it. | |
| 12:30 P.M. - 2:30 P.M. | ACSESS 20TH ANNIVERSARY INDUSTRY AWARDS LUNCH CLOSING KEYNOTE CREATING A WINNING CULTURE Dr. Greg Wells, CTV Sport Science Analyst and Human Physiologist As a health and high performance expert, Dr. Wells draws parallels between elite athletes and top executives to help business leaders perform at the highest level, even when they are under the most extreme circumstances. Step up to this awards celebration 'closer' to learn how you too can sleep, eat, move, perform and live better. | |