



AGENDA

Start Time (EST)	End Time (EST)	Event / Session	Presenter(s)	Location
11:00am	4:30pm	Merch Showcase & Experiential Exhibits		Showcase floor + Create Lab
11:45am	12:20pm	Panel: How Canada's Biggest Brands Engage with Merchandise	<p>Rob Eatough Executive Director at Tim Hortons Foundation Camps</p> <p>Abdullah El-Safadi Manager, Community Partnerships at Air Canada</p> <p>Jenn Perry Lead, Logistics - Employee Experience at Shopify</p> <p>Jessica Sinclair Senior Manager, National Channel Marketing at Labatt Breweries of Canada</p> <p>Steve Pons Managing Director at Staples Promotional Products</p>	Main Stage
12:00pm	2:00pm	Lunch served		Fuel Hall
1:00pm	1:30pm	The Future of Events	<p>Symon Oliver Design Director at Tennis</p> <p>Mark Stewart President & Chief Innovation Officer at Wondermakr</p> <p>Jennifer Roney Director, Program Ops and Marketing & Brand Strategy at Staples Promotional Products</p>	Bright Lab
2:00pm	2:30pm	Powering the Employee Journey	<p>Karen Stern Co-founder at sidekick</p> <p>Sheila Otte Senior Manager, Talent Advisors at Staples Promotional Products</p>	Bright Lab
2:45pm	3:30pm	Keynote Session	<p>David Luba Co-founder at tentree®</p>	Main Stage
4:30pm		Show closes		Showcase floor + Create Lab