

MPI TO - GMID CME Accreditation

Agenda:

- 10:00 am: Registration & Brunch
- 10:30 am: Welcome address
- 10:45 am: Challenging the Future of Events Panel
- 11:45 am: Keynote with Dr. Jody Carrington
- 12:30 pm: Rapid-Fire Workshop: Future-Proof Your Career
- 1:30 pm: Wrap up and closing

Agenda is subject to change

Panel 1: Industry Challenging the Future of Events (45 min)

Moderator: Carly Silberstein, Cielle

Sandy Biback, Retired Independent Conference Manager, Founder MPAHT

Minto Schneider, Executive Director Meetings Mean Business Canada

Jamal Jordan, National Sales, Hyatt Sales Force / 2026 President, PCMA Canada East

This high-level, interactive panel unites senior leaders who have been shaping the past and present of events. This is a candid, forward-looking conversation that will focus on the most pressing challenges in our industry and enable us to start investigating solutions for a brighter future. Moderated by a seasoned planner, innovator and entrepreneur, the panel features influential voices from association leadership, academia, and governance, offering diverse perspectives on where the industry is headed, and what must change to get there.

Key Learning Points/Takeaways:

1. Explain and understand major gaps and shifts shaping the future of the events and meetings industry.
2. Identify 2-3 key actions you can personally take to encourage industry recovery and growth.
3. Understand 1-2 ways you can leverage your personal network and influence to drive meaningful change.

Keynote: Dr Jody Carrington (1hr)

Renowned Psychologist | Human Connection Expert | Bestselling Author

The Human Connection – The Only Asset We Cannot Automate

The meetings and events industry is at a crossroads: with an intense focus on AI and technology and all the opportunity AI provides, yet we are facing a crisis of burnout and disconnection. Meeting professionals play a central role in some of the most important

moments in the lives of the individuals and audiences we serve. Dr. Jody Carrington is an industry-adjacent powerhouse who understands that the map to success isn't just digital; it's biological. As a clinical psychologist who has keynoted over 1200 events for major associations and corporations, Jody doesn't just talk to an audience; she regulates them. She is the expert planners need to help them navigate the pressure of a rapidly evolving landscape without losing their most valuable tool: the ability to connect.

Key Learning Points/Takeaways:

1. Leveraging human connection as a competitive advantage
2. Blueprint to inspire resilient, future ready teams
3. Balance efficient technology with human experience

Rapid-Fire Learning Workshop: Future Focused/Career Development (45min)

Moderator: Sarah Rouseau, Manager, Hotel and Convention Sales

Debbie van der Beek, Ignite Magazine

Roxanne Kennedy, Boom Business Solutions

Shaun Bernstein, Owner and Chief Storyteller of The Write Stuff Agency

This hands-on workshop style panel is designed for industry professionals looking to future proof their careers in a rapidly evolving landscape. This panel blends discussion with practical applications and will explore key growth areas including: how to articulate your personal value, how to leverage AI to increase your success with marketing and what tools and tricks can set your resume and LinkedIn apart from others. Attendees will leave with sharper positioning, updated tools and clear actions to confidently level up their careers.

Key Learning Points/Takeaways:

- The first steps on how to use current AI tool to support a LinkedIn profile or resume for an event industry professional
- Identify 1-2 areas professionally you want to advocate better for yourself
- AI Tricks for your day to day.