



## PRELIMINARY PROGRAM

The ACSESS National Conference delivers comprehensive, diverse, and topical learning opportunities for staffing and recruiting professionals in Canada. Whether you are new to the industry, a senior manager or a business owner, you will gain valuable information and lasting connections at Conference 2016. For your convenience, the following is a printable outline of the program.

All Sessions will be in the Fallsview Casino unless otherwise shown

APRIL 26		
Buses leaving from Hotel 6:00 p.m.– 6:30 p.m.	<b>Optional Dinner</b> – Connect with peers and friends from across Canada for a vintage evening at Niagara’s family owned Ravine Vineyard Estate Winery. Experience premium wines, visit the vineyard, enjoy a signature menu, and learn about the Lowery Family’s decade long connection with their winery.	
APRIL 27		
DAY 1		
7:30 a.m.	<b>Registration &amp; Continental Breakfast with Exhibitors</b>	Hall A/B
8:30 a.m.	<b>Annual Meeting (ACSESS Voting Members Only)</b>	
9:00 a.m.	<b>Opening Ceremonies</b>	Hall C
9:15 a.m.– 10:15 a.m.	<b>Keynote Presentation – Connecting with Clients: SCOTT STRATTEN</b> <i>UnMarketing: Stop Marketing, Start engaging ...</i> For generations we’ve been taught to market to others in ways we hate being marketed so why do we still keep trying the same stale marketing moves? Using real life, practical examples, along with a good dose of humour, Scott Stratten shows audiences how to “unlearn” the old ways and consistently attract, engage, and create loyal clients.	Hall C
10:15 a.m.–10:45 a.m.	<b>Break with Exhibitors</b>	Hall A/B
10:45 a.m.– Noon	<b>Concurrent Sessions</b>	
1A	<b>CareerBuilder, in partnership with industry research expert Inavero,</b> will provide an update on the current Canadian staffing landscape and the challenges it presents our industry. The session will include the latest research results from the first half of 2016. You’ll walk away from this thought provoking session with a framework for your plan of attack for your most critical staffing challenges.	
1B	<b>A Legal Panel, Moderated by Mary McIninch, LL.B, Executive Director, Government Relations/Directrice Générale, ACSESS.</b> Mohammed Badreddine, Fasken Martinau, Ryan Conlin, Stringer LLP, and Craig Rix, Hicks Morley Hamilton Stewart & Storley, will each present on their specialties in the areas of employment law and occupational health & Safety.	

1C	<b>Mary Fearon, Vice-President Strategy, JAN Kelley Marketing</b> will share how successful B2B companies are using social media to establish thought-leadership and engage customers. Learn best platforms and practices for successful social engagement and measurement in the staffing and recruitment industry in Canada. This session will explore how to make the best possible use of ever-changing social media platforms and include a round table session on the pros and cons of connections via social media.	
12 Noon – 1:30 p.m.	<b>Lunch and 2016 Industry Awards</b>	Hall A/B
1:45 p.m. – 3:00 p.m.	<b>Concurrent Sessions</b>	
1D	<b>Kimberley Chesney, CPC – President, Prime Management Group Inc.</b> Kimberley is known for her thoughtful insights into search and its processes, as well as her commitment to high-quality, long-term client & candidate relationships. High among the ranks of professional speakers, trainers and educators in the field of search and recruitment, Kimberley is a frequently sought out speaker for industry conferences.	
1E	<b>Mike Cleland, President, Chartered Path &amp; author of acclaimed industry book <i>Behind the Wheel - Driving Excellence in Staffing Operations</i>. Three Leadership Disciplines that Drive Breakthrough Performance</b> Most staffing companies struggle with consistent and sustainable growth. Too often a period of rapid growth is followed by stagnation or in some cases regression. This session focuses on the disciplines that executives and line level managers must master in order to reduce or completely avoid these periods of poor performance. Regardless of the size or market niche you serve these disciplines properly executed will ensure your organization has a strong foundation that is both focused and adaptable.	
3:00 p.m.– 3:45 p.m.	<b>Break with Exhibitors</b>	Hall A/B
3:45 p.m.– 5:00 p.m.	<b>Keynote Presentation – Awaken the Invisible to Achieve the Impossible: MARTIN LATULIPPE</b> In a very interactive and touching keynote, Martin shows his audience how to discover the exceptional power of attitude – how to AWAKEN the best attitude of an organization and its employees – and how inspirational leadership relies on connecting at every level. Testimonials abound, for example “Martin is a gifted speaker. His presentation truly inspired me”, <i>General Rick Hillier, Retired Chief of Staff for the Canadian Army</i>	
6:00 p.m.–9:00 p.m.	<b>Networking Evening</b> – A casual dinner and entertainment in a Pub-like atmosphere and just steps away from the casino for those wanting to enjoy the unique destination for Conference 2016!	<b>SPYCE LOUNGE, Hilton Fallsview Hotel</b>
<b>APRIL 28</b>	<b>DAY 2</b>	
7:45 a.m.– 9:00 a.m.	<b>Continental Breakfast with Exhibitors</b>	Hall A/B
9:00 a.m.– 10:15 a.m.	<b>PLENARY SESSION – Featuring Danny Cahill, Partner – Hobson Associates and Owner – AccordingToDanny.com</b> You know the top producers in the industry. Well, you know their names. Read their blogs. You’re probably LinkedIn with them. But like your candidates, you aren’t connected. Danny has been the mentor of some of the world’s top producers since they were rookies. He has charted their metrics, recorded their calls, cheered their victories, and hugged it out when, inevitably, niches dry up, slumps occur, and they question themselves. In this session, you’ll get connected to the best practices of the world’s best! Danny’s training products have become core tools for a generation of recruiters, and his keynote presentations have made him one of the most sought after speakers in the country.	HALL C
10:15 a.m.– 10:45 a.m.	<b>Break with Exhibitors</b>	Hall A/B
10:45 a.m.– 12 Noon	<b>Concurrent Sessions</b>	

2A	<p><b>Danny Cahill – Candidates are Crazy: Final Closing in the Real World Counter Offers.</b> They are pandemic, they are inevitable and they can be overcome. “I have another offer.” How to pre-position, compete with, and overcome this problematic and trendy objection.</p> <p>Case Studies, Scenarios, and the Best Practices of top producers in the current Candidate Centric Market.</p>	
2B	<p><b>Tom Erb - How to Build and Market a Killer Value Proposition</b> With a 20 year career in the staffing and recruiting industry, Tom has worked with some of the most recognizable and well-respected companies in the world to help optimize their workforce strategy. As a consultant, trainer and speaker he has presented to a variety of industry organizations including ASA and NAPS. In this session, Tom will take a look at how the staffing industry has become commoditized and what you can do to get out of the commodity rat race. Attendees will learn how to negotiate from a position of strength, how to create a true demand for their services, and how to separate their firm from the competition!</p>	
2C	<p><b>Barry Asin – President of Staffing Industry Analysts Behind the Firewall: How Buyers are Driving the Future of The Industry and What To Do About It</b></p> <p>Over the past decade Staffing Industry Analysts has surveyed thousands of contingent workforce buyers and program managers and hosted numerous meetings of its buyer’s council. In this insight packed session, SIA’s President, Barry Asin will share some of the surprising insights from SIA’s research on buyers that will allow you to get ahead of the pack and stay there.</p>	
12 Noon – 1:15 p.m.	<b>Buffet Lunch –</b> Connecting With Exhibitors	<b>Hall A/B</b>
1:30 p.m.– 2:45 p.m.	<b>Concurrent Sessions</b>	
2D	<p><b>Danny Timmins - Cyber Security Protecting Your Connections –Is Your Information Valuable?</b></p> <p>CEO/President of NCI, a market leader in Cyber Security Services and Solutions in Canada, Danny will lead a panel discussion on CyberSecurity – what is it and who does it affect? Keeping your Customer Information Secure; and How Social Media is being affected by CyberAttacks.</p>	
2E	<p><b>Tom Erb Leveraging Your Network for Faster Placements.</b></p> <p>This session will discuss how the needs of our clients will continue to evolve, and how you can effectively build and leverage your network of connections to address these needs. Be ready to change the way you look at your value as a recruiter, as well as your overall approach to the profession.</p>	
2F	<p><b>Shannon Bowen-Smed, President &amp; CEO, BOWEN</b></p> <p>Shannon attributes the continued success of this second-generation family owned business to a willingness to change and refocus. An award winning and consistently recognized top female entrepreneur she is quoted as saying “Old dogs must learn new tricks to thrive”!</p>	
2:45 p.m.– 3:15 p.m.	<b>Break with Exhibitors</b>	<b>Hall A/B</b>
3:15 p.m.– 4:15 p.m.	<p><b>Closing Plenary – Humour in the Workplace –</b> Leave Conference 2016 on a high note! In this hilariously entertaining presentation, SIMON B. COTTER demonstrates the many benefits to individuals and organizations of incorporating humour into our work lives. This former real estate executive turned comic shows you how to use humour in the workplace, not just to create a better environment, but also to improve the performance of your organization.</p>	<b>Hall C</b>
<b>APRIL 29</b>	<b>OPTIONAL DAY 3</b>	<b>Hilton Fallsview Hotel</b>
9:00 a.m. – 12:30 p.m.	<b>Core Industry Training Sessions (complimentary to conference attendees)</b>	