



**K1**

## Songs & Stories

Wednesday, May 23, 2018 / Mercredi le 23 mai 2018

ENGLISH

8:45 AM to 9:45 AM | Canada Hall 3

Songs and stories is a narrative of Susan’s professional and personal journey over the last 25 years. Susan will speak about her life and how it has led her from growing up in small town Nunavut to becoming a household name across Canada as she first moved to Ottawa and then on to Toronto. She relates stories of her culture and its continuing impact on her life in her new southern surroundings. She speaks of empowerment and the importance of self-respect and respecting others and how this can lead to a much healthier and happier life.

### Susan Aglukark, O.C., LL.B | Award-Winning Inuk Singer/Songwriter

Award-winning Inuk singer-songwriter Susan Aglukark is one of Canada’s most unique artists, who blends the Inuktitut and English languages with contemporary pop music arrangements to tell the stories of her people, the Inuit of Arctic Canada. Aglukark’s talks emphasize the same themes that her music does – those of hope, spirit, and encouragement that have captivated and inspired listeners around the world.

Aglukark has performed for Queen Elizabeth II, Nelson Mandela, Canadian Prime Ministers Jean Chrétien and Brian Mulroney, French President Jacques Chirac, as well as several other dignitaries. Equally important to her are the people she has performed for and spoken to on reserves, in small towns and in villages across Canada and the Arctic.



She was awarded the Governor Generals Order of Canada in 2005, and received the Queen Elizabeth II Diamond Jubilee Medal February 2012. She also holds honorary degrees in Law from the University of Alberta and the Calgary University, and an honorary doctorate of Fine Arts from the Lethbridge University, she is also the Chair and Founder of the Arctic Rose Foundation. Aglukark has been featured in Chatelaine, Flare, Saturday Night, Modern Woman, Billboard and The New York Times, with Maclean’s magazine once naming her one of “100 Canadians to Watch” along with countless other magazines.



K2

## Lessons From the Frontlines: Disruption, One Industry At A Time

Wednesday, May 23, 2018 / Mercredi le 23 mai 2018

ENGLISH

3:00 PM to 4:00 PM | Canada Hall 3

Robert Stephens stimulates a spirit of ingenuity with insights on cultivating creativity and innovation as well as how to identify and harness future disruptive trends. With \$200, a bicycle and a subsequent collaboration with Best Buy, Robert Stephens, founder of Geek Squad, transformed the small, cryptic world of tech support into an accessible, profitable commodity.

Now, he is again disrupting business models through his latest venture, Assist, which revolutionizes the way businesses across industry sectors interact with consumers.

Robert takes audiences on a memorable journey as he shares his passion for entrepreneurship as well as his thought-provoking perspectives on advancing technology, effective branding, successful business strategy, and the next “big thing.” Take away proven tactics for fostering creativity and developing a culture of innovation within your organization, as he inspires you to generate fresh new ideas and originate creative solutions to succeed in any industry.

### Robert Stephens | Geek Squad Founder and Former CTO of Best Buy

With \$200, a bicycle and a subsequent collaboration with Best Buy, Robert Stephens transformed the small, cryptic world of tech support and made it glamorous and accessible, when he founded The Geek Squad in 1994. Charming and wildly insightful, with proven business savvy and an inspiring story of entrepreneurship, he captivates audiences with exciting perspectives on advancing technology, smart marketing and thoughtful business strategy, and what he thinks is the next “big thing.”

In 1990, Stephens left the Art Institute of Chicago to pursue his passion for all things technical and a degree in computer science at the University of Minnesota. As a student, he landed a job fixing computers at the Human Factors Research Laboratory and within three years, rose to head engineer. In 1994, he started a computer consulting business called The Geek Squad, which he grew until 2002, when he sold it to Best Buy. Since then, The Geek Squad has become the world’s preeminent tech support service, with over 20,000 global agents, with Stephens’ story featured by leading media outlets, including CNN, Newsweek, Fast Company, The Wall Street Journal and Rolling Stone. Stephens served as CEO of The Geek Squad and CTO for Best Buy until 2012.



The author of The Geek Squad Guide to Solving Any Computer Glitch, Stephens was applauded for creating a manual using plain language, and demystifying the most commonly used hardware and software, including quick fixes to common glitches and smart maintenance advice.

Stephens offers stimulating insight on innovation, marketing, customer experiences and upcoming trends, and inspires audiences with what is possible when you have passion, \$200 and a crazy idea!



K3

## A Fresh New Approach To Productivity

Thursday, May 24, 2018 / Jeudi le 24 mai 2018

8:45 AM to 9:45 AM | Canada Hall 3

ENGLISH

Drawing from over a decade’s worth of research, as well as Chris Bailey’s yearlong deep dive experiment into the world of productivity, this counter-intuitive and wildly entertaining talk will transform how you think about productivity. Productivity doesn’t have to be boring—and it’s possible to get more done every day without hating the process. In addition to showing how productivity is about managing your time as well as your attention and energy, this talk will give you several practical, tactical ways to get more done every day at work and at home—like Single-tasking and the Rule of 3—so you’ll walk away with some solid productivity techniques in your back pocket.

### Chris Bailey | Productivity and Performance Expert – Bestselling Author, *The Productivity Project*

Called “the most productive man you’d ever hope to meet” by TED Talks, a “productivity mastermind” by Fast Company, and “a quirky and energetic guide through the productivity thicket” by the Harvard Business Review, Chris Bailey will transform how you and your audience think about productivity.



When Chris graduated from university, he received two full-time job offers, but declined them both to dedicate a year to exploring his weird passion: personal productivity. Within that year, he conducted dozens of productivity experiments on himself, such as living in total isolation for ten days, only using his smartphone for an hour a day, and even working 90-hour weeks. Today, Chris speaks about his research conducted over the past ten years, and the research of the world’s foremost productivity experts, to show how we can apply this research to our daily lives in order to accomplish more.

In his fresh and entertaining take on productivity, Chris shares useful and often counterintuitive takeaways such as: prioritizing what’s important; slowing down to work more deliberately; shrinking and eliminating distractions; the rule of three; striving for *imperfection*; scheduling *less* time for important tasks; the 20 second rule to distract yourself from the inevitable distractions; and the concept of productive procrastination.

Chris is the author of *The Productivity Project: Accomplishing More by Managing Your Time, Attention, and Energy*, an international bestseller published by Penguin Random House in ten languages. He is currently working on his second book, about how to focus deeper and clearer, which will be published in 2018. His productivity blog, *A Life of Productivity*, is read by over 200,000 people from around the world every month.

His work has received national and international media attention from countless outlets, including *The New York Times*, *Fortune*, *New York Magazine*, *Fast Company*, the BBC, and others.



K4

## The Digital Landscape

Thursday, May 24, 2018 / Jeudi le 24 mai 2018

3:00 PM to 4:00 PM | Canada Hall 3

ENGLISH

Session Description TBA.

### Alex Benay | Chief Information Officer of the Government of Canada

Alex Benay currently serves as the Chief Information Officer of the Government of Canada. Prior to this appointment, Alex was the President and Chief Executive Officer of the Canada Science and Technology Museums Corporation since July 2014.

From 2011 to 2014, he was Vice-President of Government Affairs and Business Development at OpenText. He has played a leadership role in Canada's digital industry, as well as in promoting the global shift to digital in organizations such as the G20, the Commonwealth Secretariat and the Olympics. Before joining OpenText, Alex managed various teams and programs at the Canadian International Development Agency, Foreign Affairs and International Trade Canada, Natural Resources Canada, and Library and Archives Canada.



You can follow Alex on Twitter [@alexbenay](https://twitter.com/alexbenay).



**K5**

## Empowering Sustainable Innovation: Ideas for Creating a Data-Driven Organization

Friday, May 25, 2018 / Vendredi le 25 mai 2018

8:45 AM to 9:45 AM | Canada Hall 3

ENGLISH

Innovation was in core pockets of the company, empowering a few people here or a team of folks over there. The Web is changing that in every way imaginable, posing a fundamental assault on our old way of decision making. In this session, Avinash Kaushik presents insights on how to create a data-driven organization through a mix of cultural approaches, destruction of some currently worshiped holy cows, tools, skills and mindsets. As business evolves along multiple dimensions in a very complex world, the goal is to create pervasive and self-sustaining innovation across our organizations – innovation that permeates all levels, works for groups of all sizes and is always on.

### Avinash Kaushik | Web Analytics Master - Google

Avinash Kaushik is the “Digital Marketing Evangelist” for Google. His passions lie at the intersection of marketing, analytics and artificial intelligence, and he has developed innovative frameworks like “See-Think-Do-Care”, which allow senior leaders to leverage digital platforms to out-innovate their competitors and achieve superior financial results.

The author of the bestselling books, *Web Analytics: An Hour A Day* and *Web Analytics 2.0*, Avinash puts common sense frameworks around the often frenetic digital world. He has received rave reviews for bringing his energetic, inspiring, and practical insights to companies like Chanel, Unilever, Chase, Hyatt, Porsche and Time Warner, and has delivered keynotes at a variety of global conferences, including The Art of Marketing, Digital Innovation Day, conversionSummit, B2B Marketing Forum and Healthcare Strategies.





**K6**

## You're a Hurdler, You Just Don't Know It

Friday, May 25, 2018 / Vendredi le 25 mai 2018

1:30 PM to 2:30 PM | Canada Hall 3

ENGLISH

Perdita Felicien spent 10 years as a professional athlete, competing for Canada in the 100m hurdles. During that time, she won numerous international distinctions, including becoming a two-time World Champion, two-time Olympian, and being named Canadian Female Athlete of the Year in 2003.

It's almost ironic that Perdita turned out to be a world class hurdler, because that is exactly what her mother, an immigrant from St. Lucia, had to do to change the trajectory of her daughter's life to something extraordinary – she had to overcome hurdles. Perdita shares the memories from her tumultuous childhood, along with the startling revelations she makes about her own origins and how they fuelled her success on the track.

This talk is told with raw honesty and humour. It is for anyone who has ever had their life shaped by another, or faced an obstacle. It inspires others to take their own experiences and use them to go through life as a more resilient person.

### Perdita Felicien | Canadian World Champion Hurdler & Two-Time Olympian

Perdita Felicien is a two-time Olympian, 10-time National Champion, two-time World silver medalist, and the only Canadian woman to win a World Championship gold medal in track and field. During her career as a 100-metre hurdler she earned numerous honours, including Canada's Athlete of the Year and the Queen Elizabeth Diamond Jubilee Medal. In her inspiring talks, Perdita explores what it means to chase a dream and overcome the "hurdles" life can put before you.



In high school, after briefly quitting track altogether, Perdita earned a full scholarship to the University of Illinois, and became a three time NCAA champion and academic standout. Her success continued as a professional when she represented Canada at six World Championship competitions, and at two Olympic Games in 2000 and 2004. A favourite at the 2004 Olympics in Athens, Perdita fell at the first barrier in the finals and couldn't finish the race. She showed grace under fire in that moment, and has used the experience to teach others how to persevere and rise again.

After retiring in 2013, Perdita has worked as a broadcaster, covering the 2015 Pan American Games and the 2016 summer Olympics in Rio for the CBC.

Perdita is an advocate for Right to Play and The Denise House. She is currently writing her first book, *Gold Mettle*, about experiences as a sports figure.