

Dare to Lead



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Winnipeg

SEPTEMBER 23-25, 2022

#D2L2022 • #WeLeadIABC



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Friday, September 23

Canadian Museum for Human Rights, Sifton Terrace

5:00 – 9:00 p.m.

Free admission to CMHR. Feel free to visit the museum before or after the reception; museum closes at 9:00 p.m.

6:30 – 8:30 p.m.

Welcome Reception

- Dare to Lead registration + Dine Around sign-up
- Cocktails & appetizers
- Welcome remarks (7:00 p.m.)

Saturday, September 24

Fort Garry Hotel, La Verendrye Room

8:00 a.m.

Registration & Continental Breakfast

Dine Around Sign-Up


8:30 a.m.

Opening & Welcome Remarks

- Jackie De Pape Hornick (she/her/hers), SCMP®, IABC Manitoba – Past-President
- Bart Goemans (he/him/his), SCMP®, CWR Chair
- Alain Legault (he/him/his), MA, SCMP®, International Executive Board Chair

9:00 – 10:00 a.m.

Welcome to the Centre: Communicating Across Cultural and Political Lines, or: Living Treaty

 **Dr. Niigaan Sinclair** (he/him/his), Professor & Acting Head, Dept of Indigenous Studies University of Manitoba. Niigaan is also an award-winning writer, editor and activist who was recently named to the “Power List” by Maclean’s magazine as one of the most influential individuals in Canada.

10:00 – 10:45 a.m.

Their Success is Our Success: How Everyone Benefits When Leaders Share Their Stories

People buy from people, not companies. It’s essential to understand why everyone benefits from storytelling. Rob will share his three-step Leading Leaders approach to storytelling and:

- How sharing success is not “bragging”
- How to leverage success to engage all internal stakeholders (beyond employees)
- Why codifying success is essential for foundational growth
- The detriments of leaders not sharing their stories



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 **Rob Wozny** (he/him/his), SCMP®, Senior Advisor to IABC Manitoba

As an award-winning storyteller and recently published author, Rob Wozny, SCMP®, has served in some of the most senior communications, content, and editorial roles, ranging from Vice President and Lead Spokesperson for a major league sports and entertainment company to Senior Lead News Anchor and Supervising Producer in leading Canadian newsrooms.

Video Recording Notice: Rob's presentation will be recorded by his production team, however the audience will not be filmed.

10:45 – 11:00 a.m.

Energy Break

11:00 a.m. – 12:00 p.m.

Concurrent Sessions

Session 1 (Salon A, 1st floor) ***Using Data to Design Member Programs and Services***


In this session, Roland will discuss ways chapter leaders can maximize and stretch the limit of their membership satisfaction research budget. He will provide an overview of a research plan, key attributes to measure membership satisfaction, and describe the tools used to collect and report on both quantitative and/or qualitative data.

 **Roland Pajares** (he/him/his), MA, CMP®, CWR Leadership Development Director

Session 2 (Salon C, 1st floor) ***Volunteer Recruitment is All in the Pitch!***

Convincing someone to donate their time can be challenging. Are you being strategic with your volunteer recruitment? Are you up-to-date on the latest research on volunteer motivations (especially in the post-pandemic era)? Do you have a good pitch for your volunteer opportunities?

In this one-hour session, Dawn will discuss what motivates people to give their time, how the pandemic affected volunteer engagement, and how to recruit the right person for the right position.

 **Dawn Bourbonnais** (she/her/hers), Manager, Communications and Outreach, Volunteer Manitoba

Session 3 (Gateway Room, Mezzanine) ***Diversity, Equity, and Inclusion in your Chapters***

Communicators on the front lines are expected to be experts in all things equity, diversity, and inclusion. Learn why it's more important than ever that Chapters are providing the much-needed connection and resources for members in this session.

 **Elizabeth Bunney** (she/her/hers), President – IABC Edmonton

 **Michael Blackburn** (he/him/his), President – IABC Toronto



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12:00 – 1:00 p.m.

Lunch / Networking

1:00 – 2:00 p.m.

Portfolio Breakout Sessions

Session 1

Chapter Executives: Presidents / VPs: *Leading Your Chapters*

 **Bart Goemans** (he/him/his), SCMP®, CWR Chair

 **Richard Kies** (he/him/his), ABC, CWR Vice-Chair

Session 2


Professional Development & Sponsorship Portfolios:

Hybrid Events: Engaging Your IABC Members and Building and Audience

 **Marjorie Huculak** (she/her/hers), CWR Director of Professional Development/
Sponsorship


Session 3


Membership Portfolio: Retaining Members, Adding Value, Challenges

 **Amanda LeNeve** (she/her/hers), SCMP®, CWR Director of Membership

Session 4

Finance & Administration Portfolios

 **Wendy Thatcher** (she/her/hers), SCMP®, CWR Director of Finance

 **Roland Pajares** (he/him/his), MA CMP®, CWR Director of Leadership Development

Session 5

Leadership Development Portfolio

 **Kaleigh Maclaren** (she/her/hers), CER Director of Leadership Development

Session 6

Communications & Marketing Portfolios

 **Heidi Abramyk** (she/her/hers), CMP®, CWR Director of Communications

Session 7

National Programs Portfolio: Certification and Awards

 **Tamara Gale** (she/her/hers), CWR Director of National Programs

 **Jaye Bowers** (he/him/his), CER Director of National Programs

2:05 – 2:10 p.m.

Get ready for a Friendly Manitoba Team Building Activity!

Whitney Dencklau (she/her/hers), Selfie Scavenger Hunt Coordinator / Dare to Lead
Volunteer



2:20 – 2:30 p.m.

SMILE! Dare to Lead group photo

Gather in the hotel lobby

2:30 – 4:30 p.m.

Walk to the Forks – Friendly Manitoba Team Building Activity

(Selfie Scavenger Hunt)

Join your Manitoba Portfolio member (AKA tour guide) for a low-impact walking activity.

4:30 p.m.

Free Time

6:00 p.m. and on

D2L Dine Around, Nuit Blanche Edition

(Optional; cost not included in D2L registration)

Experience Winnipeg's amazing dining scene with a local chapter Director or D2L Volunteer as your group host. Sign up early at the registration table!

Sunday, September 25

Fort Garry Hotel

8:15 – 9:00 a.m.

Plated Breakfast (served)

9:00 – 9:10 a.m.

Day 2 Opening Remarks

- Richard Kies (he/him/his), ABC, CWR Vice-Chair
-

9:10 – 9:55 a.m.

Sunday Morning Keynote

Making Sense of Mindfulness

According to statistics published by The Leadership Circle Profile, 80% of workers are operating in a reactive leadership capacity.

With an alarming number of reported cases of stress, anxiety, and depression in the workplace, mindfulness is becoming a very important practice to build resiliency and balance in the workplace culture.

In this keynote, Keith will unlock three key principles in the practice of mindfulness including inner visioning, exposing the saboteur (limiting beliefs), and opening to a growth mindset (which invokes balance and resilience). Outcomes of the keynote presentation will include:

- Strategies to assist and counter stress and anxiety in the workplace environment and provide more inner balance.
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- New strategies to shift reactive beliefs and stimulate creativity.
- Relaxation practices to re-focus the mind and build awareness.
- Raise awareness of limiting beliefs and tools to re-frame them.
- An opportunity to discover how to build greater productivity through less effort.

Keith will leave you feeling renewed and inspired to rise up to a greater vision for yourself.

 **Keith Macpherson** (he/him/his), CPCC

As an author, speaker, and certified professional co-active coach through CTI (The Co-Active Training Institute), a certified Leadership Circle facilitator, Keith Macpherson is a global leader in improving overall mental health and wellness.

10:00 – 10:45 a.m.

Chapter Breakouts

Discuss your 'A-Ha' moments from Dare to Lead and brainstorm 2–3 ideas to implement with your Chapter boards. Facilitated by Chapter Presidents.

10:45 – 11 a.m.

Energy Break (Check-out time)

11:00 – 11:30 a.m.

Share D2L 'A-Ha' Moments

Chapter Presidents will share highlights from their group discussion. Facilitated by Bart Goemans (he/him/his), SCMP®, CWR Chair.

11:30 a.m. – 12:00 p.m.

IABC Ask Me Anything Panel

Facilitated by **Bart Goemans** (he/him/his), SCMP®, CWR Chair

Panelists:

- Richard Kies (he/him/his), ABC, CWR Vice-Chair
- Amanda LaNeve, (she/her/hers), SCMP®, CWR Director of Membership
- Andrew Kaszowski CMP, (he/him/his) CER Chair
- Marie Fitzpatrick, ABC, (she/her/hers) CER Vice-Chair

12:00 p.m.

Closing Remarks

 **Bart Goemans** (he/him/his), SCMP®, CWR Chair

12:15 p.m.

D2L Concludes

We want to hear your feedback on Dare to Lead 2022. Check your email for a post-event survey coming your way soon!

