



# WOMEN IN TOURISM AND HOSPITALITY SUMMIT PROGRAM

Powered by *Hotelier* magazine and Sequel Hotels & Resorts

JUNE 25, 2018 | FOUR SEASONS HOTEL, TORONTO

## PROGRAM SCHEDULE - JUNE 24, 2018

6:00-8:30 p.m.

### OPENING NIGHT RECEPTION - The One Eighty, Manulife Centre, Toronto

"Making Connections" VIP Cocktail  
Hors d'oeuvres and cocktails crafted by Sebastien Centner, entertainment guru

Private Reception for Platinum Delegates  
Meet and Mingle with Speakers, VIP guests and sponsors



**Special Guest Speaker:** Katie Taylor, Honorary Chair, Chair RBC, and former President and CEO, Four Seasons Hotels

## PROGRAM SCHEDULE - JUNE 25, 2018: FOUR SEASONS HOTEL, TORONTO

### Unite & Ignite - WITHorg.2018

7:00 a.m.-5:00 p.m.

#### EXHIBIT MARKETPLACE OPENS

7:30-8:00 a.m.

#### BREAKFAST

8:00 a.m.

#### SUMMIT OPENS - WELCOME AND REMARKS

Heidi Welker, SVP, Business Development - Industry Partnerships, Freeman Audio Visual Canada



## PROGRAM SCHEDULE

8:00-8:15 a.m.

### MINDFUL MEDITATION

Reetu Gupta, president, The Gupta Group



Start the day with clearing your mind and get energized for a productive and invigorating day of learning

8:15-8:30 a.m.

### OPENING ADDRESS

Rosanna Caira and Anne Larcade, co-founders WITHorg and WITH Summit.



8:30-8:45 a.m.

### WELCOME MESSAGE FROM THE HONORARY CHAIR

Katie Taylor, Chair Royal Bank of Canada & former president & CEO, Four Seasons Hotels & Resorts



8:45 - 9:30 a.m.

### KEYNOTE ADDRESS.

"Audacity of Tenacity" by Johanna Maska, CEO of Global Situation Room Inc., a Public Relations firm with offices in Washington, D.C and Los Angeles, CA

Johanna Maska has never been good at taking no for an answer. Maska — a communications expert — changes the question until she gets a yes. It's that very skill that got her on the Obama campaign early in Iowa when there were no jobs. It's that skill that helped her convince voters to change their skepticism to belief. It's that skill that took her from a victory in Iowa, to a victory nationwide, to Inauguration, to the White House. And it's that skill that helped her negotiate on behalf of President Obama in 40 countries around the world and set the stage for history and allow access to those who covered it. Recently, Maska has signed on to a campaign to try to change the U.S. Constitution to allow full equality for women. She works to inspire entrepreneurs to look at global opportunities. And she works to inspire women to get a full life and live it. Because it's only when we keep getting back up when we're told no that we can find true success.



9:30-9:40 a.m.

### QUESTION/ANSWER PERIOD

9:45-10:30 a.m.

### PANEL

"TRANSFORMATIONAL GROWTH AND DISRUPTIVE CHANGE: WHAT DRIVES LEADERS BEHAVIOUR?"

As today's leaders know only too well, driving success in a disruptive world requires a different set of skills and mindset than in the past. This panel of respected global, thought leaders will walk attendees through a checklist of what those skills are while discussing what companies can do to ignite change on issues such as gender parity, sexual harassment and pay equity. Find out how women can achieve success in today's transformative world while driving higher profitability for your companies.

#### Panelists:



**Jennifer DaSilva**  
President, Berlin  
Cameron



**Johanna Maska**  
CEO, Global  
Situation Room,  
Inc.



**Janet Zuccarini**  
Founder, Gusto  
54 Restaurants



**Don Cleary**  
President & CEO,  
Marriott Hotels  
of Canada

10:30-11:00 a.m.

**HEALTH & WELLNESS BREAK** Fuel your body, accelerate business contacts and exchange information with other delegates and WITHorg members

# PROGRAM SCHEDULE

## 11:00 a.m.-11:45 p.m. MORNING WORKSHOPS

### Workshop A

**Generation Now –The Future is Now!**  
Engaging Millennials to Lead and Disrupt

**Moderator:**



**Marian Staresinic**  
Vice-President,  
Branding &  
Buzzing



**Emile Larcade**  
Business  
Development  
ClearPier



**Emma Lavery**  
Kinesiology  
Student,  
University of  
Toronto



**Nina Mueller  
Ruslys**  
Social & Digital  
Media WITHorg

**Panelists:**

### Workshop B

**Building Tomorrow's Equality Today through The Resilient Leader:**  
Today's leaders need to be more resilient than ever, capable of dealing with change at every turn. This session will provide tips, share experiences, and fuel inspiration to delegates about how to be a resilient leader, entrepreneur, or C-suite executive. What helps women climb the ladder? What are the skills needed to be a resilient leader and how can you assess where you are and where you can go. Learn how to tap into the Resilient Leader mindset, while building network opportunities personally and professionally.



**Elizabeth Pizzinato**  
Partner, Inside Out International

### Workshop C

**How to Create Cultural Change** Now more than ever, it's vital to support and help communities through women's empowerment. In her capacity as president of New York-based Berlin Cameron, Jennifer DaSilva has worked with multiple brands in developing ways to tap into this cultural moment in authentic and impactful ways. Jennifer will lead this workshop by tapping into several case studies, demonstrating how brands can be creators of cultural change.



**Jennifer DaSilva**  
President, Berlin Cameron, Inc.,  
NYC, Advisory Girl Up, United Nations.

### Workshop D

**Time's Up:** How to Create Accountability for Gender Equality in Global Workplaces and Increase the Number of Women in Senior Roles. What role do men play in empowering women? How do you disrupt and "move the needle" to increase the number of women in leadership roles and drive pay equity in the private sector.

**Panelists:**



**Craig Darlington**  
VP Strategy  
and Business  
Development at  
RMS



**Sara Glenn**  
SVP Operations  
Canada,  
Bermuda &  
Caribbean  
Accor Hotels



**Cynthia Devine**  
CFO, Maple  
Leaf Sports &  
Entertainment



**Beata Cieplik**  
RVP Canada,  
Marketing,  
Commercial  
and Revenue  
Management, IHG

### Workshop E

**Wealth Simple:** Financial Tips for Successful Wealth Health



**Shannon Lee Simmons**  
Founder, New School of Finance  
and Trailblazer in Canadian  
Financial Planning

# PROGRAM SCHEDULE

**12:00-1:30 p.m.** GALA AWARDS LUNCHEON Aria Ballroom

**12:30-1:00 p.m.** LUNCHEON KEYNOTE SPEAKER



**Marie Henein**

Senior partner at Henein Hutchison, LLP, recognized as one of the country's Top 10 Litigation Boutique Firms. Ms. Henein has been counsel on numerous high-profile cases and is recognized as one of Canada's Top 25 influential lawyers. Listen to Marie as she shares her insights from her illustrious career and life journey.

**1:05-1:25 p.m.** PRESENTATION OF THE KATIE TAYLOR ECONOMIC EMPOWERMENT AWARD

**1:30-2:30 p.m.** AFTERNOON WORKSHOPS

**Workshop A**



**Inspired to Action: Build your Personal Brand, Shelmina Abji.** Empowerment Speaker.

In today's business world you must build your personal brand at all levels. What do people say about you when you are not in the room? How can you stand out? Shelmina will share insights and real examples of how your brand can impact your ability to perform your job, achieve a raise, and be promoted. Shelmina will share tools and guidance to inspire you to rethink your "aspirational personal brand building." Buckle up and be prepared to be empowered!

**Workshop B**



**Fierce Conversations & Negotiations: Tell Me No, Watch Me Go** Michele Sweeting, president, MAS Worldwide

Why do most women find it challenging to negotiate for themselves? Is it a skill that can be acquired? How do you begin to have those fierce conversations that will yield the positive outcomes women need in order to succeed and thrive? Michele Sweeting walks delegates through the essential elements in the art of negotiations, highlighting the need for honesty and integrity as foundations for successful long-term agreements and how to ensure that outcomes are successful for all parties.

**Workshop C**

**Blockchain, Crypto & AI, Oh My!**

This intimate, hands-on workshop will teach you all about blockchain, cryptocurrencies and artificial intelligence: What are they? How will they change the hospitality industry? And most importantly...why does it matter?

### Panelists



**Kelsey Cole**  
Chief Strategy Officer  
and managing  
partner of Adbank



**Angelo Dodaro**  
Co-founder and  
Chief Marketing  
Officer of Adbank



**Kara Chiki**  
Manager,  
HotelTonight

**Workshop D**

**Health & Wellness How to Bring your Best Self to the Table + Mental Health in the Workplace**

These days being a leader means more than developing strategies to drive profitability, it means taking care of your employees. This workshop brings two important subjects to the fore. First, respected author Yvonne Heath looks at whether being your authentic self brings joy and productivity to the workplace and at home. If not, what can you do to change that? Then Linda Weichel, vice-president of Civic Action, talks about the role of employers and employees in supporting people's mental health in the workplace. Learn how your organization can develop a mental-health strategy and implement supportive actions to ensure staff are well on all fronts. Find out what is the role of employers and employees in supporting people's mental health in the workplace, and what employers are doing to make this happen.

### Panelists



**Yvonne Heath**  
Author and  
Speaker



**Linda Weichel**  
Vice President,  
Initiatives, Civic  
Action

## PROGRAM SCHEDULE

### Workshop E

**One House – How Can the Hospitality Industry Foster an Environment of Respect, Equity, and Zero Tolerance in the Front and Back of the House?**

**Moderator:** Rosanna Caira, Editor/Publisher, Kostuch Media & Co-Founder, WITHorg

**Panelists:**



**Bruce McAdams**  
Professor at  
University of  
Guelph



**Scott Bellhouse**  
Profile  
Hospitality  
Group



**Hani Roustom**  
GM, The  
Hazelton  
Hotel



**Michelle Caine**  
Chair, Hospitality  
Management,  
Centennial  
College

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### 2:30-3:00 p.m.

**HEALTH & WELLNESS BREAK** Fuel your body, accelerate business contacts and exchange information with other delegates and WITHorg members

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### 3:00-3:45 p.m.

**PANEL:** Qualities of LeadHERs-#WITHHER Campaign for our Industry

Men and women are fundamentally different in their approach to business, with different strengths and weaknesses. As a result, methods that lead to success for men may not always be ideal for women pursuing leadership roles. This panel will discuss what works in today's professional climate for women climbing the corporate ladder. How do we as an industry lead the charge? How do we move the needle on wage parity, zero tolerance and put an end to human trafficking? Find out how WITHorg's 10-Point Charter Challenge can fuel action now and identify bias in the workplace. How can your company be a leader in ratifying the 10 points in your business to disrupt and change the business climate? How do we create a global movement together today?

**Moderator:** Rosanna Caira, Editor/Publisher, Kostuch Media & Co-Founder, WITHorg



**Panelists:**



**Susie Crynol**  
president and  
CEO, HAC



**Lucie Guillemette**  
Executive VP &  
Chief Commercial  
Officer, Air Canada



**Anne Larcade**  
President &  
CEO Sequel  
Hotels & Resorts  
& Co-Founder  
WITHorg



**Katie Taylor**  
Chair, RBC  
Honorary Chair,  
WITHorg

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### 3:45-4:30 p.m.

**CLOSING KEYNOTE PRESENTATION ON EMPOWERMENT**

by Shelmina Abji, Empowerment Speaker



The power with which you show up impacts all your interactions and outcomes. Become aware of your power and work relentlessly to grow it. Shelmina will provide guidance and discuss her journey of self discovery and how she learned to own and amplify her personal power through self-awareness, conscious choices, self-confidence and self-belief. When you feel powerful, you inspire everyone you interact with to also own their power.

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### 4:30-4:50 p.m.

**CLOSING REMARKS – “CATALYST FOR CHANGE”**

Co-Founders Rosanna Caira and Anne Larcade

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### 4:50-5:00 p.m.

**CELEBRATORY CLOSURE & RAFFLE PRIZES**

End the day with a chance to win a series of great prizes ranging from spa visits to restaurants and trips to special destinations.