



ATLANTIC REGIONAL MEETING

DRAFT AGENDA

February 15-16, 2023

Meeting Location: Cape Breton University

Accommodations Location: Cambridge Suites Hotel Sydney
380 Esplanade, Sydney, Nova Scotia
(902) 562-6500

Wednesday, February 15, 2023

3pm – 4:30pm

Check-in Hotel, Cambridge Suites,

Welcome Reception: Representin' - Wear your school swag. Be comfy!

4:30pm – 5:30pm

Knowing your brand:

Jill Ellsworth, CBU Brand Manager,

Jill MacPherson, owner, Island Folk Cider,

Jody MacArthur, Director of Marketing, Destination Cape Breton

Conference Room, Cambridge Suites

Short presentations, followed by roundtable discussions to discover how to use your brand in conference and event management development

5:30pm – 6:00pm

Accommodations Discussions:

Roundtable discussions on Accommodations issues. Growing your brand in the hotel market.

6:30pm

Networking Dinner, Trio, Cambridge Suites

Menu to be available February 1

8:00pm – 11:00pm

Hospitality Suite, Cambridge Suites

Wednesday, February 16, 2023

8:30am

Shuttles depart hotel

8:45am

Welcome Breakfast, Land Acknowledgement

Hospitality Suite, CBU Campus

9:15am

Knowing your leadership style: *President and Vice Chancellor, David C. Dingwall, LL.B*

Hospitality Suite, CBU Campus

10:15am

Walking & Talking Tour

Snack Break along the way

10:45am

Regional Meeting

Hospitality Suite, CBU Campus

12:00 noon

Lunch, Live music

Pit Lounge

1:00pm

Navigating Diversity; How to make your events & conferences inclusive: *Scott Thomas, Human Rights and Diversity Officer*

Hospitality Suite, CBU

2:00pm

Hot chocolate & cookie break

Great Hall, Courtyard

2:20pm

L'nu way; Stories & Lessons while crafting a dream catcher:

Jeff Ward, Membertou First Nation

Hospitality Suite, CBU

4:15pm

How do you work?

Hospitality Suite, CBU

Round table discussions about how Conference Services works within the various institutions, working within departmental budgets, acting as liaisons across camps and any other topic of interest.

4:45pm
Wrap-up
Cocktails & Pre-dinner snacks, Live Entertainment
Pit Lounge

5:45pm
Shuttles leave for hotel

7:00pm
Dinner & Entertainment downtown

THANK YOU TO OUR HOST:

