

CUCCOA National Conference

SCHEDULE AT A GLANCE (session descriptions: pg. 4-7)

Sunday October 2nd 2022

Time	Activity	Location
1:30pm - 4:30pm	Registration	Delta Hotel
6:00pm – 6:30pm	Bus Transportation to Opening Event Sponsored by: Chartwells	Departing Delta Hotel
6:30pm-8:30pm	Opening Event	Ballroom, Student Union Building - UNB
8:30pm-9:00pm	Bus Transportation Sponsored by: Chartwells	Departing Ballroom
9:00pm -12:00pm	Hospitality Suite Sponsored by: Aramark	Delta Hotel –Royal Suite (Room 717)

Monday October 3rd, 2022

Time	Activity	Location
8:00am-8:30am	Bus Transportation Sponsored by: Chartwells	Departing – Delta Hotel
8:30am – 9:00am	Newcomer's Breakfast	Room 203, Wu Centre
8:30am-9:30am	Breakfast	Chancellor's Room, Wu Centre
9:30am-10:30am	Opening Keynote <i>Find Your Inner Flame: Michelle Hillier</i>	Auditorium, Wu Centre
10:30am-11:00am	Networking Break Sponsored by: Springwall	Main Foyer, Wu Centre
11:00am-12:00pm	Regional Meeting: Western	Room 203, Wu Centre
	Regional Meeting: Atlantic	Room 204, Wu Centre
	Regional Meeting: Central	Room 208, Wu Centre
12:00pm-2:00pm	AGM Luncheon	Chancellor's Room, Wu Centre
2:00pm-3:00pm	Breakout Session 1: <i>Sustainability and how it affects conferencing at Universities</i> : Sarah Johnston, Lisa Kanaveros, & Jill Unger, UBC	Room 203, Wu Centre
	Breakout Session 2: <i>Becoming Leaders for Cultural Change</i> : Sam Gagnon, St. Francis Xavier University	Room 204, Wu Centre
3:00pm-3:30pm	Networking Break Sponsored by: StarRez	Main Foyer, Wu Centre
3:30pm- 4:30pm	Breakout Session 3: <i>Leading through change</i> Michelle McNeil	Room 203, Wu Centre
	Breakout Session <i>The Power of Leveraging Faculty for Attracting International Conferences: A Crash Course in Building a University Conference Ambassador Network</i> Rob McCreight, Destination Canada	Room 204, Wu Centre
4:30pm-5:00pm	Bus Transportation	Departing- Wu Centre

	Sponsored by: Chartwells	
6:00pm-7:00pm	Pre-Dinner Reception	Delta Hotel – Royal Suite (Room 717)
7:00pm-7:30pm	Bus Transportation Sponsored by: Chartwells	Departing Delta to Downtown
7:30pm-9:30pm	Dine Around	Downtown Fredericton
9:30pm-10:30pm	Bus Transportation Sponsored by: Chartwells	Departing Officer's Square
9:00pm-12:00pm	Hospitality Suite Sponsored by: UNB Conference Services	Delta Hotel – Royal Suite (Room 717)

Tuesday October 4th, 2022

Time	Activity	Location
8:00am-8:30am	Bus transportation Sponsored by: Chartwells	Departing Delta
8:30am-9:30am	Breakfast & <i>History of CUCCOA</i> Susan MacKenzie & Susanne Keppler Sponsored by: UNB Conference Services	Chancellor's Room, Wu Centre
9:30am-10:30am	Morning Plenary Workshop: Keeping the Pipeline Full: Building a Sales Plan to Achieve Results: Joel Hauff Sponsored by: Unique Venues	Chancellor's Room, Wu Centre
10:30am-11:00am	Networking Break Sponsored by: Foliot Furniture	Main Foyer, Wu Centre
11:00am-12:00pm	Accommodations Roundtables	Room 203, Wu Centre
	Conference Operations Roundtables	Room 204, Wu Centre
12:00pm-1:00pm	Lunch & Logo Exchange	Chancellor's Room, Wu Centre
1:00pm-2:00pm	Breakout Session 5: Running an Effective Drip Campaign (<i>follow up session</i>): Joel Hauff Sponsored by: Unique Venues	Room 203, Wu Centre
	Breakout Session 6: <i>The post-COVID Workplace</i> : Erin Walton, MacEwan University	Room 204, Wu Centre
2:00pm-2:30pm	Networking Break	Main Foyer, Wu Centre
2:30pm-3:30pm	Breakout Session 7: <i>Building strong, meaningful relationships with your DMO</i> : Karen Miller, City of Fredericton & Erin Blanchard, Fredericton Convention Centre	Room 203, Wu Centre
	Breakout Session 8: <i>How Volunteering with CUCCOA Has Enriched My Career and Why You Should Too!</i> : Brianna Donovan, UNB	Room 204, Wu Centre
3:30pm-4:45pm	Closing Keynote: <i>Seriously Disruptive Digital Marketing Methods</i> : Darrell Keezer	Auditorium, Wu Centre
5:00pm-5:30pm	Bus Transportation to Delta Sponsored by: Chartwells	Departing Wu Centre

6:30pm - 7:00pm	Bus Transportation to Wu Centre Sponsored by: Chartwells	Departing Delta
7:00pm-11:00pm	Awards Dinner and Closing Party Sponsored by: Sodexo	Wu Conference Centre, Chancellor's Room
11:00pm-11:30pm	Bus Transportation to Delta Sponsored by: Chartwells	Departing Wu Conference Centre

Meeting Location

Wu Conference Centre, 6 Duffie Drive, Fredericton NB (Parking pass will be sent to you in advance for complimentary parking)

Accommodations

Delta Fredericton, 225 Woodstock Road, Fredericton NB

CUCCOA National Conference

SESSION DESCRIPTIONS

Fredericton NB | October 2-4, 2022

Monday October 3rd, 2022

Time	Session Title	Session Description
9:30am-10:30am	<i>Find Your Inner Flame</i> Michelle Hillier	When was the last time you really felt like your authentic self? This question trips so many people up. But remembering when you last felt truly at "home" with yourself can have a remarkable impact. During Michelle's interactive keynote, she will share her personal journey of recovery and provide actionable takeaways to inspire the audience to find happiness within themselves. Using personal reflection, mindfulness and intentional movement, she will have us zooming into our authentic self. The self you may have lost along the way. Get curious and come home. Your inner flame hasn't gone out, I promise.
2:00pm-3:00pm	<i>Sustainability and how it affects conferencing at universities</i> Sarah Johnston, Lisa Kanavaros, & Jill Unger, UBC	<p>Theme of discussion surrounds university sustainability efforts and how it's communicated? How can the Conference Department on campuses use the University sustainability information to assist in their sales efforts for gaining international conference business?</p> <p>What are the downfalls? With more and more Universities shrinking travel budgets, what tools do we have to encourage groups to come to campus?</p> <p>Will investigate the following components:</p> <ul style="list-style-type: none"> • Carbon offsets • Supply chain • University communication tools • Zero waste buildings <p>Learning outcome-provide necessary tools to assist you with starting your communication message about sustainability, tap into the existing information at your University and work on the message you want to create to communicate what your University offers. Your clients will be asking more and more about your policies and you need to be ready to answer the questions and keep the business flowing.</p>
	<i>Becoming Leaders for Cultural Change</i> Sam Gagnon, St. Francis Xavier University	The pandemic has changed our relationship with work drastically. As a recovering workaholic myself, also struggling with OCD, I've learned the hard way to find a better sense of balance in my life. A culture centered on openness, kindness and curiosity has been a key for me and my team to change our relationship with work to become a more harmonious part of our lives.

		<p>In this session, you will learn about tools and initiatives that we've implemented since the start of the pandemic and others that are currently being reviewed for the 3 years to come at our school. Biweekly meetings to discuss avoidance behaviours, the creation of safe spaces when employees can really express themselves to managers, job design processes to reduce the workload of overwhelmed employees, investing in professional development with LinkedIn Learning and meditation apps have helped to improve the wellbeing of our employees. This has allowed us to take more time to work on real important projects that are not urgent and meaningful for us.</p> <p>Other initiatives are also being reviewed to improve the wellbeing of employees, including the implantation of 4-hour work weeks, gym membership coverage and exercise/meditation apps.</p>
<p>3:30pm-4:30pm</p>	<p><i>Leading through change</i> Michelle McNeil</p>	<p>Organizational change is a constant and being able to adapt is vital to an organization's success and survival. Unfortunately, most organizations do not put adequate resources toward managing change and it can often become a source of stress for employees. In this session, we will work together to explore your own attitudes toward change, learn some key principles of change management, and work together to identify strategies you can use to lead through change in your organization.</p>
	<p><i>The Power of Leveraging Faculty for Attracting International Conferences: A Crash Course in Building a University Conference Ambassador Network</i> Rob McCreight, Destination Canada</p>	<p>Industry, academic and association leaders are valuable assets and our greatest advocates when it comes to passionately conveying the story of "why Canada" for international conferences.</p> <p>Across the country, Canadian destinations have well-established programs (or are currently building one) to leverage the influence and expertise of their local thought leaders – or conference ambassadors – in attracting high-level conferences to their destination.</p> <p>Faculty members at Canadian colleges and universities are a largely untapped resource, just waiting to be unlocked through the formalization of a university conference ambassador network and increased collaboration with your local Destination Marketing Organization/Convention Centre.</p> <p>This session will:</p> <ul style="list-style-type: none"> • Provide an overview of our national ecosystem of conference ambassador programs. • Outline the value of formalizing an internal college/university conference ambassador network.

		<ul style="list-style-type: none"> Outline the value of collaborating with your local Destination Marketing Organization/Convention Centre and Destination Canada.
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Tuesday October 4th, 2022

Time	Session Title	Session Description
8:30am-9:30am	Breakfast & <i>History of CUCCOA</i> Susan MacKenzie & Susanne Keppler	Join Susan and Susanne as they give a presentation on the history of CUCCOA. This session will be great for both new and returning members.
9:45am-10:45am	Keeping the Pipeline Full: Building a Sales Plan to Achieve Results Joel Hauff, Director of Research, Education, and Consulting SPONSORED BY UNIQUE VENUES	In an increasingly competitive marketplace, keeping your venue front-and-center with meeting planners requires a multi-pronged approach to outreach and sales. The disruption from the pandemic forced planners to be more flexible in exploring various options for meetings and events, more savvy in conducting their research, and more demanding when it comes to responsiveness, follow-up, and execution. As their expectations have evolved, have the strategies you employ at your venue evolved to meet them? Using industry best practices, recent data, and a framework for developing and tracking strategies, this session will enable you to understand the key elements of a sales plan, identify the various sales and outreach tools available, and calculate the potential for success in achieving growth at your venue and keeping your pipeline full.
11:00am-12:00pm	Accommodations Roundtables	Join fellow CUCCOA members as they discuss the challenges and opportunities affecting accommodations on their campuses.
	Conference Operations Roundtables	Join fellow CUCCOA members as they discuss the challenges and opportunities affecting conference and event operations on their campuses.
1:00pm-2:00pm	Breakout Session 5: Running an Effective Drip Campaign (<i>follow up session</i>) Joel Hauff, Director of Research, Education, and Consulting SPONSORED BY UNIQUE VENUES	A drip campaign is an organized, targeted outreach strategy to prospective clients that provides timely, relevant information based on the individual's response to messaging and their movement through a sales cycle. While sophisticated Customer Relations Management (CRM) systems can be used to develop and implement automated drip campaigns, equally effective outreach can be accomplished without the benefit of a CRM with basic planning and preparation. Join us as we look at how to build an effective campaign, from charting workflows to crafting messaging to building a response plan, with the goal of reaching a wide audience, fostering increased interest in your venue, and driving them towards conversion.
	<i>The post-COVID Workplace</i>	We all struggled to maintain operations and develop Business Continuity Plans during COVID. We had to pivot from preventing

	Erin Walton, MacEwan University	more furloughs and layoffs to trying to keep current employees and attempting to replace those that left! This session will explore how the Great Resignation is impacting our operations, the changing workplace, why it's changing and how we may consider our departmental structure, operations and processes to adapt.
2:30pm-3:30pm	<i>Building strong, meaningful relationships with your DMO</i> Karen Miller, City of Fredericton & Erin Blanchard, Fredericton Convention Centre	Join us to learn how to make the most of sales missions, and the benefit of working collaboratively with your DMO to maximize budgets and sales efforts. We will be talking about the value this can bring to DMOs, partners and clients while focusing on a mutual goal of securing new business, economic recovery, and creating new economic impact.
	Breakout Session 8: <i>How Volunteering with CUCCOA Has Enriched My Career and Why You Should Too!</i> Brianna Donovan, UNB	Your CUCCOA membership is all about what you make of it, and I am here to tell you that there is so much you can gain by volunteering with your association! Join me to hear all about how the many ways I have immersed myself in CUCCOA volunteer opportunities has helped grow, and shape my career! Spoiler alert: I'm going to tell you all about why (and how!) you should volunteer with us too!
3:30pm-4:45pm	<i>Seriously Disruptive Digital Marketing Methods</i> Darrell Keezer	<p>You live in one of the most connected countries in the world. Digital media has drastically changed your life and the lives of everyone around you. Has your company embraced it?</p> <p>You want to be there when digital marketing expert Darrell Keezer shares his insights about digital marketing and how it's revolutionized the way businesses communicate and connect with consumers.</p> <p>Wonder how Tesla generated over \$12-billion in car sales in a single week? Or why Canadians suddenly boycotted Heinz and began hoarding bottles of French's Ketchup?</p> <p>Darrell plans to reveal the answers. He'll delve into the mechanics of game-changing digital marketing and explain how businesses are disrupting the status quo to generate leads and build relationships. His keynote is packed with real examples and insights on how your company can build a digital plan to move the needle.</p>