



# OPTIMIZE YOUR EMPLOYEE EXPERIENCE STRATEGY

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8th Annual

**Employee**   
**Experience**

Summit

JUNE 18-19, 2025 | TORONTO

[WWW.EMPLOYEEEXPERIENCESUMMIT.CA](http://WWW.EMPLOYEEEXPERIENCESUMMIT.CA)

[#EX2025](#)



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# MESSAGE FROM THE PRODUCER

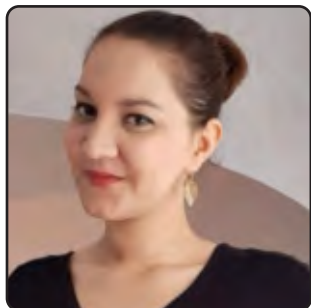
Dear Colleagues,

Welcome to the 8th Toronto edition of the Employee Experience Summit which brings together the most **innovative, engaged, and influential HR leaders transforming employee experience.**

The summit is designed to inspire HR, EX, Total Rewards and Talent leaders across a wide range of sectors with **strategic guidance, practical tips, effective tools, and innovative technology**, delivered by the brightest minds in the industry.

We have curated a two-day agenda packed with case studies, workshops, panel discussions, and roundtables. The EX Summit will provide you with an actionable plan on how **to build your employer brand, harness the power of perks, pay and purpose, as well as guidance on leveraging technology and managing change in your organisation at all levels.**

Join us to source best practice from market-leading brands, including **Manulife, Ford Motors, Gowling WLG, SaskTel, George Weston and others** to make lasting business connections that will help you on your employee experience journey! Look forward to welcoming you into the EX Summit community and hosting you this June!



**Mia Roberts**  
Head of Content – HR Summit Portfolio  
Strategy Institute  
[mia@strategyinstitute.com](mailto:mia@strategyinstitute.com)







# SHAPING THE FUTURE OF EMPLOYEE EXPERIENCE

The EX Summit Canada 2025 promises to be our biggest and best event yet, bringing together top industry leaders, innovators, and experts to explore the future of HR and Employee Experience. With tailored sessions, cutting-edge technologies, and unparalleled networking opportunities, this year's summit will set new standards for innovation and growth in the ever-evolving EX landscape. You can expect to...

- ▶ Step into the future of HR at the 8th Annual Employee Experience Summit. Over two days, explore how to stand out in a competitive employer market to secure and retain top talent.
- ▶ Connect with experts from **KIA Canada, Ipsos and ATB Financial** to refine your employee engagement strategies to boost productivity and support your company's growth.
- ▶ Join visionaries **transforming employee experience approaches** — and unlock what's next for your organization.

# WHY ATTEND?

Discover countless reasons to be part of the 8th edition of this exceptional event! At the Employee Experience Summit, we're committed to providing a personalized and impactful experience designed specifically for forward-thinking HR leaders who are eager to advance their EX strategies. Guaranteeing two outstanding days packed with actionable insights and unmatched networking, this summit delivers maximum ROI for you and your organization. Here's why you won't want to miss joining us in 2025.



## STRATEGIC INSIGHTS

Develop future-ready strategies to drive productivity, wellness, and employee satisfaction. Address talent retention head-on with comprehensive total rewards and personalized engagement frameworks.



## INTERACTIVE WORKSHOPS

Experience hands-on sessions that tackle DEI implementation, data-driven decision-making, and adaptive leadership, enabling you to drive impactful change across your organization.



## NETWORKING OPPORTUNITIES

Engage in targeted networking sessions, breakfasts, and evening receptions with senior HR professionals. Forge lasting connections and exchange ideas with industry innovators and peers.



## TARGETED CONTENT

Dive deep into the latest approaches for hybrid workforce management, recruitment innovation, and digital transformation, with direct insights from industry leaders.



## HAVE FUN

Enjoy evening cocktails, prize giveaways, and vibrant social interactions in a relaxed and welcoming environment.



# NETWORK AND HAVE FUN

Networking and fun take centre stage at this year's event, offering the perfect balance of professional connections and social experiences. Start your day with engaging conversations at our networking breakfasts, where you can meet industry peers over coffee and fresh bites. In the evening, unwind at our cocktail reception, where great drinks, lively discussions, and new opportunities come together in a relaxed, social setting.



# AGENDA AT A GLANCE

From expert-led sessions and thought-provoking keynote speakers to interactive workshops and networking opportunities, every moment at The **Employee Experience Summit** is designed to inspire, engage, and equip you with the insights and tools needed to succeed. Prepare for a day filled with innovative ideas, meaningful connections, and valuable takeaways that will elevate your experience and leave you motivated for what lies ahead.

## STRATEGIC INSIGHTS

- Roll out EX initiatives that support your organizations values and objectives
- Transform data and employee insights into action
- Build resilient HR framework for effective recruitment and talent management

## INTERACTIVE ROUNDTABLES

- Join HR leadership to brainstorm solutions through our roundtable discussions
- Take home practical guidance on top challenges at your company
- Raise the bar on your employee engagement strategies with clear actionable examples

## WORLD-CLASS CONTENT

- Build scalable, future-proof EX strategies
- Implement practical employee initiatives with company-wide buy-in
- Master the art of change management in your company

## NETWORK

- Enjoy breakfast networking with industry peers and thought leaders
- Have fun at our evening reception with cocktails and prize giveaways
- Schedule one-on-one meetings with solution providers and experts

## FUTURE TRENDS

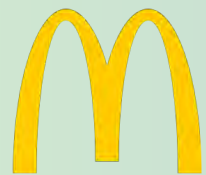
- Navigate how to master employer branding
- Understand how to build a competitive total rewards package
- Underpin your organization with sustainable and demonstrable company values

# WHO ATTENDS?

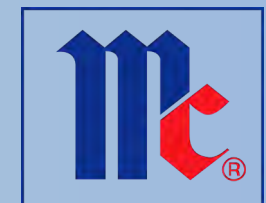
We pride ourselves on having attendees from some of the **biggest brands** and largest employers across Canada.  
This is your opportunity to join them and be a part of the incredible story of **Employee Experience 2025**



UNITEDHEALTH GROUP®



Loblaw  
Companies  
Limited





# TESTIMONIALS

Don't just take our word for it! Here's what some of our previous delegates have said about this incredible summit.



Excellent content insight.  
From small to large  
organizations, industries,  
union/non-union - immediate  
takeaways.



This has been such an  
amazing overview of different  
dimensions of working to  
advance the employee  
experience.



The attendees at this summit  
were lovely and it tells me a lot  
about their companies and the  
cultures they are building. The  
engagement and ideas were  
fascinating and inspiring.



It was a very informative  
and interesting summit. I will  
be able to bring new and  
fresh ideas back to my team  
for our own organizational  
development on employee  
experience.



Some great discussions at the  
start. This is a new emerging/  
growing area of focus and nice  
to network with others to share  
challenges and solutions.



Great conference experience.  
Lasting impact is that we need  
to be investing in employee  
experience in order to be  
successful in our business  
plans.





# SPEAKER LINE UP

**MANY MORE** ↗

Our agenda is delivered by the best **HR and EX experts across the industry**. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



**Kalifa Oliver**

Global Director, EX  
Analytics Strategy  
Ford Motor Company



**Kelly Davis**

Chief People Officer  
Gowling WLG



**Mike Dallas**

SVP, Global Head of  
Employee Experience  
Manulife



**Michael Gizzi**

Former Head of  
Human Resources  
KIA Canada Inc



**Melanie Vienneau**

Director Human  
Resources, Life Sciences  
ATS Corporation



**Isioma Coker**

HR Director  
SaskTel



**Shereen Samuels**

Head of DEI  
Gowling WLG



**Javier Cuervo**

Managing Director  
Data Enablement &  
Human Insights  
ATB Financial



**Sheena Martin**

Human Resources  
Director  
George Weston  
Limited



**Cerys Cook**

Chief People Officer  
Swift Medical



# SPEAKER LINE UP

**MANY MORE** ↗

Our agenda is delivered by the best **HR and EX experts across the industry**. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



**Kelly MacCallum**

Employee Engagement  
and Organizational  
Excellence, Senior Advisor  
**BenchSci**



**Tiffany Smye**

Former Senior Director,  
Talent, Learning and  
Development  
**MLSE**



**Cheryl Bardouille**

Director, Talent  
Development  
**Liberty**



**Erin Gordon**

Vice President  
Human Resources  
**Lindt & Sprungli  
Canada**



**Janine Sedgwick**

Vice President of  
People & Culture  
**Crescent Hotels &  
Resorts**



**Linda Iriah**

VP Human Resources  
**Ipsos Canada**



**Amanda Lewis**

Director, DEI  
**Scotiabank**



**Ray Chaaya**

VP, Head of Talent,  
Canada, Human  
Resources,  
**Zurich Canada**



**Jody Steinhauer**

Founder and CEO  
**Kits for a Cause**



**Kirsten l'Anson**

VP of People & Culture  
**Community Savings  
Credit Union**

# FULL AGENDA

DAY 1 - Wednesday, June 18, 2025

## 8:00 AM REGISTRATION & NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **EX and HR leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

## 8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.  
**Steven Greenberg**, Talent Acquisition Manager and Host, **CBS**

## 9:10 AM OPENING KEYNOTE

### Building Company Culture: How the C-Suite Can Prioritize the Employee Experience

Empower your senior leadership team to cultivate a strong, values-based culture by focusing on the experiences of employees. Take away specific solutions to:

- Explore the pivotal role of CEOs in demonstrating behaviours and decisions that reinforce a positive workplace culture.
- Learn strategies to prioritize the employee experience, including transparent communication practices and proactive responses to employee feedback.
- Discover practical approaches for aligning company vision with employee values to enhance engagement, build trust, and foster loyalty.

*Achieve purpose and authenticity by creating a culture where employees feel valued, heard, and connected to organizational success.*

**Ray Chaaya**, VP, Head of Talent, Canada, Human Resources, **Zurich Canada**

**Jody Steinhauer**, Founder and CEO, **Kits for a Cause**

## 9:40 AM C-SUITE PANEL

### Adaptive Leadership in Evolving Work Environments

Equip HR and employee experience professionals with practical tools to navigate dynamic workplaces through adaptive leadership. Develop a blueprint to:

- Understand the core principles of adaptive leadership and its application in changing work environments.
- Discover actionable strategies that address complex challenges and drive innovation across businesses.
- Explore real-world examples of adaptive leadership in action, transforming employee experiences and building resilience.

*Adapt your HR and employee experience strategies with adaptive leadership techniques to thrive in an era of constant change and uncertainty.*

**Steven Greenberg**, Talent Acquisition Manager and Host, **CBS** MODERATOR

**Mike Dallas**, SVP, Global Head of Employee Experience, **Manulife**

**Cerys Cook**, Chief People Officer, **Swift Medical**

## 10:20 AM SPEED NETWORKING! MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of HR leaders and gain invaluable support.

## 10:40 AM INDUSTRY EXPERT

### Prioritising Wellness: How Digital Physiotherapy is improving the Employee Experience

Sword Health believes that everybody deserves access to pain treatment. Digital physiotherapy platforms allow employees to access guided exercises, consultations, and recovery plans from anywhere, reducing barriers like travel time and scheduling conflicts. Get practical examples of:

- The role of digital physiotherapy has improved pain for employees
- The impact of wellness programmes and how they have been implemented by our clients and their employees

Sword Health

## 11:10 AM REFRESHMENTS BREAK & EXHIBITOR LOUNGE VISITS

- Explore the latest **HR technology** and strategies with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.



# FULL AGENDA

DAY 1 - Wednesday, June 18, 2025

## 11:40 AM INDUSTRY EXPERT

### Technology and Tools for Real-Time Engagement with Employees

Leverage modern technology to enhance real-time communication and engagement with your workforce. Develop a roadmap to:

- Discover the latest tools and platforms that support continuous feedback, real-time surveys, and instant communication between employees and leadership.
- Integrate technology into your engagement strategy to enable immediate connections, collaboration, and transparency.
- Apply practical methods for leveraging technology to address employee concerns, celebrate achievements, and align teams with organizational goals.

*Optimize employee engagement with the right technology and tools to foster trust and cultivate a more connected and responsive workplace.*

## 12:10 PM PANEL

### Pay, Perks, and Purpose: Strategies for Inspiring Employee Loyalty

Discover the key factors that influence employee pride and loyalty in today's workplace. Take away specific solutions to:

- Examine the roles of purpose, compensation, and workplace benefits in shaping employee satisfaction and pride.
- Explore data-driven trends and employee perspectives to uncover what matters most across diverse teams.
- Learn strategies for aligning organizational priorities with the values that resonate with your workforce.

*Achieve a deeper understanding of what drives employee pride to create meaningful experiences that foster engagement, retention, and commitment.*

**Isioma Coker**, HR Director (Labour Relations, Compensation & Benefits and Job Evaluation), **SaskTel**

**Melanie Vienneau**, Director, Human Resources, Life Sciences, **ATS Corporation**

**Kelly MacCallum**, Employee Engagement and Organizational Excellence, Senior Advisor, **BenchSci**

## 12:50 PM CASE STUDY

### Building a Workforce with Employee Experience in Mind

In this session, we will dive into effective strategies for cultivating trust, motivation, and engagement across a diverse workforce. Discover how to create an environment that resonates with employees by embracing modern compensation structures and comprehensive employee experience initiatives. Learn more on:

- Understanding what drives today's workforce: a focus on purpose, career growth, work-life balance, and inclusivity
- How to meet employee expectations in a world that demands flexibility, transparency, and meaningful work.
- The evolving importance of a holistic employee experience in attracting, retaining, and empowering talent for the long term.

**Janine Sedgwick**, Vice President of People & Culture, **Crescent Hotels & Resorts**

## 1:20 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **EX colleagues**.

## 2:20 PM EXHIBITOR LOUNGE VISITS

- Browse through different sponsor booths and **test drive innovative technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:30 AM

TRACK 1: LEADERSHIP CULTURE

CASE STUDY

Training Leadership in Fostering Culture and Trust

Explore how leadership can actively shape a positive organizational culture and build trust at all levels. Achieve a step-by-step action plan to:

- Recognize the pivotal role of leadership in modelling values, behaviours, and actions that reinforce company culture.
- Implement strategies to develop trust through transparent communication, consistency, and authentic leadership practices.
- Utilize tools to create a culture of inclusion, collaboration, and empowerment that strengthens employee engagement and loyalty.

*Transform leadership practices to establish a thriving culture and trust as the foundation for high-performing teams and organizational success.*

**Michael Gizzi**, Head of Human Resources, **KIA Canada**

TRACK 2: OPTIMIZING YOUR TEAM

CASE STUDY

Elevating Employee Experience from Day One: The Power of Effective Onboarding

The employee experience begins the moment a new hire walks through the door—or even before. A well-structured onboarding process sets the tone for engagement, productivity, and long-term retention. Organizations that invest in seamless, supportive onboarding programs create a sense of belonging, boost job satisfaction, and accelerate time-to-productivity.

- Learn how to create structured, engaging onboarding programs that integrate employees into company culture from day one.
- Discover how digital tools, AI-driven onboarding platforms, and virtual mentoring can enhance engagement and efficiency.
- Measuring onboarding success through key metrics and feedback loops to continuously drive long-term employee satisfaction.

*Unlock strategies that transform onboarding into a powerful driver of employee engagement and retention.*

**Linda Iriah**, VP Human Resources, **Ipsos Canada**

3:00 PM

TRACK 1: LEADERSHIP CULTURE

TBC

TRACK 2: OPTIMIZING YOUR TEAM

CASE STUDY

Navigating Multi-Generational Workplaces, introduction of AI and mental health in modern leadership

Differences in characteristics and communication styles of the four primary generations in the workplace. Build a roadmap to understand:

- Their different approach to adoption and use of technology and AI
- The impact of increasing workloads, rapid changes and economic pressures on stress and burnout
- The challenges modern leaders face in such a complex workplace all at once

**Tammy Sergie**, Chief Human Resources Officer, **EHN Canada**

3:30 PM

REFRESHMENTS BREAK & EXHIBITOR LOUNGE VISITS

- Enjoy **exclusive sponsor demos** and experience the next level of EX innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- Brainstorm solutions** and gain new perspectives and ideas.

4:00 PM

CASE STUDY

Innovating Organizational Design for Enhanced Employee Experience and Workplace Culture

Explore how organizations can leverage innovation in design and strategy to enhance the employee experience and company culture. Align your organizational goals with employee expectations through cutting-edge practices and tools. Master the success factors to:

- Create a toolkit for HR professionals to champion EX transformation in their organizations.
- Understand how the intersection of EX, company culture, and total rewards drives organizational success.
- Adopt practical methods to innovate for diverse and remote-first workforces.



Transform your organizational design to enhance the employee experience and foster a thriving workplace culture.

Melanie Vienneau, Director, Human Resources, Life Sciences, [ATS Corporation](#)

4:30 PM PANEL

Employer Branding and Reputation: The Impact of Employee Experience

Elevate your talent strategies by understanding the vital connection between employee experience and your organization’s brand. Develop a blueprint to:

- Explore how employee experience shapes employer branding and directly impacts talent attraction and retention.
- Leverage authentic employee stories to showcase workplace values and culture effectively.
- Develop storytelling strategies that align with your organization’s mission and resonate with top talent.

Enhance your employer brand by integrating meaningful employee experiences that drive recruitment success and long-term retention.

Michael Gizzi, Head of Human Resources, [KIA Canada](#)

Erin Gordon, Vice President Human Resources, [Lindt & Sprungli Canada](#)

5:10 PM CLOSING KEYNOTE

Developing and Implementing Engagement Frameworks Companywide

Design scalable and effective engagement strategies tailored to the needs of a large workforce. Take back to your office strategies to:

- Recognize the unique challenges and opportunities in fostering engagement across diverse and expansive teams.
- Learn how to build comprehensive engagement frameworks that align with organizational goals and support employees at every level.
- Explore approaches for implementing engagement initiatives at scale, ensuring consistency, inclusivity, and measurable outcomes.

Increase alignment, boost morale, and foster a culture of connection across a large organization through a robust engagement framework

Kelly Davis, Chief People Officer, [Gowling WLG](#)

5:40 PM END OF DAY ONE SUMMARY & CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today’s sessions. Source a summary of action points to implement in your work. Discuss tomorrow’s highlights!

5:50 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC, & NETWORKING

- Relax and unwind with tasty cocktails after a long day of learning.
- Don’t miss your chance to win fun prizes at our **Reception Gift Giveaway**.
- Make dinner plans with your **new connections** and enjoy the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:45 PM CONFERENCE ADJOURNS TO DAY 2

# FULL AGENDA

DAY 2 - Thursday, June 19, 2025

## 8:00 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **EX and HR leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

## 8:50 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.

## 9:00 AM OPENING KEYNOTE

### Strategic Design of Employee Experience: Leveraging People-Centred Design

Reimagine the end-to-end employee experience by adopting a people-centred design approach. Create a roadmap to:

- Enhance employee journeys by addressing their needs, preferences, and aspirations through a holistic design framework.
- Leverage technology to streamline processes while maintaining a human-first approach to work and interaction.
- Explore innovative ways to re-humanize work, fostering deeper connections, purpose, and engagement in the workplace.

*Amplify the potential of people-centred design to drive satisfaction and organizational success.*

**Kalifa Oliver**, Global Director, Employee Experience (EX) Analytics Strategy, **Ford Motor Company**

## 9:30 AM PANEL

### Building Practical DEI Initiatives: Fostering Trust and Genuine Buy-In

Create impactful DEI strategies that go beyond surface-level compliance and resonate with your workforce. Adopt best practices to:

- Understand how to design DEI initiatives that prioritize trust, authenticity, and meaningful change, while avoiding the pitfalls of a “tick-box” approach.
- Explore strategies for incorporating intersectional diversity, ensuring all employees feel seen, heard, and valued across multiple dimensions of identity.
- Learn how to engage employees in co-creating DEI efforts, fostering buy-in and building a shared sense of responsibility for an inclusive workplace.

*Advance practical DEI initiatives that truly reflect your organizational values, creating a culture where diversity, equity, and inclusion drive engagement and belonging.*

**Shereen Samuels**, Head of DEI, **Gowlings WMG**

**Cheryl Bardouille**, Director, Talent Development, **Liberty**

**Amanda Lewis**, Director, DEI, **Scotiabank**

**Kirsten I'Anson**, Vice-President of People & Culture, **Community Savings Credit Union**

## 10:15 AM INDUSTRY EXPERT

### Measuring DEI Success: Turning Intentions into Impact

By leveraging the right tools and metrics, organizations can assess progress, identify opportunities for growth, and demonstrate their commitment to a more inclusive workplace. Walk away with an action plan on:

- Utilizing data-driven tools to implement workplace surveys, demographic analyses, and engagement metrics.
- Uncovering and addressing pay disparities, ensuring equitable compensation across all employee groups.
- Building accountability mechanisms by setting measurable DEI goals and sharing progress transparently. .

*Improve the tools and insights needed to measure and amplify the impact of your DEI initiatives.*

## 10:45 AM REFRESHMENTS BREAK & EXHIBITOR LOUNGE VISITS

- Explore the latest **HR technology** and strategies with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

## 11:15 AM ROUNDTABLES -- DISCOVER THOUGHT-PROVOKING IDEAS

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your EX peers on a topic of your choosing:

1. **DEI**
2. **Total Rewards**
3. **Career and Workforce Planning**
4. **Employee Wellness**
5. **Talent Sourcing and Attraction**
6. **Internal Communications**



11:45 AMCASE STUDY

Reducing the Risk of Employee Attrition through Proactive Strategies

Address the root causes of employee turnover with preventive measures to foster long-term commitment. Source practical tips to:

- Identify early warning signs of attrition and implement strategies to address employee concerns before they escalate.
- Explore retention techniques such as personalized development plans, transparent communication, and tailored benefits.
- Learn how to build a workplace culture that prioritizes trust, inclusion, and employee well-being to minimize attrition risk.

Transform your organization with practical tools to reduce employee attrition, ensuring a stable, engaged, and loyal workforce.

Kelly MacCallum, Employee Engagement and Organizational Excellence, Senior Advisor, BenchSci

12:15 PMINDUSTRY EXPERT

Top Tips for Using Engagement Metrics to Shape Effective L&D Initiative

Gain a deeper understanding of how to effectively measure and analyze employee engagement to drive effective training and career progression. Take away specific solutions to:

- Examine the key metrics that provide valuable insights into employee engagement, such as satisfaction, productivity, and retention rates.
- Learn how to collect and interpret engagement data to identify trends, strengths, and areas for improvement.
- Discover best practices for using engagement metrics to inform decision-making and implement targeted strategies that enhance the employee experience.

Optimize your ability to measure and leverage engagement data to achieve a more motivated, productive, and committed workforce.

12:45 PMNETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the latest industry issues.
- Expand your network and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your EX colleagues.

1:45 PMEXHIBITOR LOUNGE VISITS

- Browse through different sponsor booths and test drive new technology.
- Enter your name for a chance to win exciting prizes.
- Take advantage of event-specific offers and exclusive content.

2:00 PM

TRACK 1: TECH INNOVATION

CASE STUDY

Enhancing Employee Experience through Data-Driven Insights

Data analytics is transforming the way organizations understand and improve the employee experience. By leveraging insights from employee feedback, performance metrics, and workplace behaviours, leaders can create strategies that drive engagement, motivation, and retention. Master the success factors to:

- Leverage analytics to understand employee needs.
- Personalize employee engagement strategies to meet individual and team preferences based on data insight.
- Track the ROI of engagement initiatives by measuring the impact on productivity, retention, and overall business outcomes.

Bolster the power of data analytics in transforming your employee experience and driving organizational success.

Javier Cuervo, Managing Director, Data Enablement & Human Insights, ATB Financial

TRACK 2: CHANGE MANAGEMENT

CASE STUDY

Helping Company Culture Thrive During Times of Change

Organizational change can be challenging, but a strong company culture helps businesses navigate transitions effectively. Prioritizing employee wellness, DEI and engagement fosters resilience and drives long-term success. Adopt best practices to:

- Understand the impact of change on workplace culture and employee morale and the importance of transparent communication, recognition, and meaningful involvement
- Implement strategies to prioritize employee wellness, mental health and inclusivity into every stage of change management.
- Equip leaders and managers with the tools to support teams and sustain a positive work environment.

Strengthen your company culture to ensure employees feel valued, supported, and engaged—no matter the challenges ahead.

Catherine Marculescu, HR Director, LISI Aerospace

2:30 PM

### TRACK 1: TECH INNOVATION

#### CASE STUDY

##### AI powered Employee Experience

Artificial intelligence is reshaping how organizations design, deliver, and evolve the employee experience. From real-time insights to personalized engagement, AI empowers HR teams to create more responsive, data-informed, and human-centric workplaces. Adopt best practices to:

- Personalize employee journeys at scale, from onboarding to development, based on individual needs and goals
- Detect early signs of disengagement, burnout, or conflict through real-time sentiment and behavioral analysis
- Strengthen employee relations with consistent, proactive issue resolution informed by AI-powered insights

*Harness the power of AI to build a workplace that listens, adapts, and supports.*

**Mona Gill**, HR Manager, **Nak'azdli Whut'en**

### TRACK 2: CHANGE MANAGEMENT

#### INDUSTRY EXPERT

##### Unlock Competitive Advantage Through Distributed Work

Shift your perspective on hybrid and distributed work from a challenge to a strategic opportunity that enhances talent attraction, innovation, and employee engagement. Source your plan of action by:

- Leveraging a highly distributed work model to achieve outstanding employee satisfaction, attract top talent, and strengthen client retention.
- Implementing workplace technology that prioritizes the human experience, ensuring seamless communication and collaboration across locations.
- Building connection in a hybrid environment, empowering employees to thrive and stay engaged.

*Transform your approach to distributed work to achieve sustainable growth and a competitive advantage.*

3:00 PM

### REFRESHMENTS BREAK & EXHIBITOR LOUNGE VISITS

- Enjoy **exclusive sponsor demos** and experience the next level of EX innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:30 PM

### PANEL

#### Recruitment and Talent Management: Building Better Relationships from Day One

Optimize your approach to recruitment and talent management to foster engagement throughout the employee journey. Achieve a step-by-step action plan to:

- Explore strategies for attracting top talent by showcasing your organization's culture, values, and commitment to employee experience.
- Design onboarding processes that immediately connect new hires to the organization's mission and team.
- Discover talent management practices that prioritize development, recognition, and retention to keep employees engaged and motivated over the long-term.

*Excel your recruitment and talent management efforts to create a workforce that is aligned, committed, and engaged from the start.*

**Michelle Brooks**, Chief People & Culture Officer, **Security Compass** MODERATOR

**Sheena Martin**, Human Resources Director, **George Weston Limited**

**Tiffany Smye**, Senior Director, Talent, Learning and Development, **MLSE**

**Kiara Graham**, Talent Management and Organizational Development Advisor, **Workleap**

4:10 PM

### CLOSING KEYNOTE

#### Gamification for Employee Engagement: Turning Work into Play

Explore how gamification can transform the workplace by boosting motivation, productivity, and engagement. Adopt best practices to:

- Understand the principles of gamification and how they can be applied to employee engagement initiatives.
- Discover practical examples of gamified systems for goal tracking, training, recognition, and team collaboration.
- Learn strategies for designing gamification programs that align with organizational objectives and resonate with employees.

*Increase employee engagement by integrating gamification into your strategy, creating a more dynamic, interactive, and enjoyable workplace.*

5:00 PM

### END OF DAY TWO SUMMARY & CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

5:15 PM

### CONFERENCE CONCLUDES



# HOW TO REGISTER?

**REGISTER NOW** ↗

## IN-PERSON PASS

### FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform

### FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders

### 5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

### EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

### SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges

### ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

## VIRTUAL PASS

### TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

### VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

### VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

### SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges

### ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

## REGISTER FOR DELEGATE PASS

### Contact:

**Louis Youpa**

Delegate Registration Manager

Email: [louis@strategyinstitute.com](mailto:louis@strategyinstitute.com)

## GROUP RATES

To be eligible for group rates, delegates **MUST** register at the same time.

**For more information and to book your group passes, contact:**

Delegate Registration Manager

Email: [louis@strategyinstitute.com](mailto:louis@strategyinstitute.com)

8th Annual

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