

8th Annual

# Employee Experience Summit

June 18-19, 2025

Old Mill, Toronto

**CANADA'S ONLY EVENT  
FOCUSING EXCLUSIVELY  
ON EMPLOYEE  
EXPERIENCE AND  
ENGAGEMENT!**



**REGISTER  
NOW**



Employee Experience Summit



#EX2025

# Event Overview:

Step into the future of work at the 8th Annual Employee Experience Summit, June 18-19, 2025, in vibrant Toronto. This industry leading conference is your opportunity to transform how your organization attracts, engages, and retains talent in an ever-evolving workplace landscape.

Over two power-packed days, you'll uncover actionable insights from industry leaders, dive into interactive sessions, and connect with peers who are shaping the future of employee experience.

From harnessing AI to building a culture of wellness and purpose, this summit is designed to inspire innovative solutions and equip you with strategies that make a real impact.



# WHAT YOU CAN EXPECT!



## Insightful Keynote Panels

- **Building Company Culture:** How the C-Suite can prioritize the employee experience to drive engagement and loyalty.
- **Future of Compensation:** Balancing pay, perks, and purpose to inspire employee retention and pride.



## Interactive Roundtables

- **Sustainable Engagement Strategies:** Exploring grassroots initiatives to foster loyalty and inclusivity.
- **Fostering DEI in Action:** Authentic approaches to creating measurable DEI programs.



## Engaging Case Studies

- **Data-Driven Employee Experience:** How leading organizations use insights to create impactful EX strategies.
- **Wellness as a Total Reward:** Real-life examples of embedding wellness programs to boost engagement and productivity.



## Networking Opportunities

- **Networking Breakfasts:** Start your day by engaging with HR and EX leaders over a delicious meal.
- **Speed Networking:** Quick, meaningful conversations to expand your professional connections.
- **Evening Reception:** Unwind, connect, and celebrate with peers in a relaxed, enjoyable setting.



## Deep Dive Sessions

- **Leveraging AI in HR:** Practical use cases for incorporating Generative AI into EX strategies.
- **Driving Trust through Transparent Leadership:** Tools and strategies for cultivating trust across hybrid workforces.

 [REGISTER HERE](#)



# Speaker Preview

... AND MANY MORE!



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



**Kelly Davis**  
*Chief People Officer*  
**Gowling WLG**



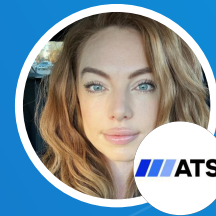
**Mike Dallas**  
*SVP, Global Head of Employee Experience*  
**Manulife**



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



**Andrea Giraldo**  
*Head of People Strategy and Operations*  
**MonstarLab**



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



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



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





UNITEDHEALTH GROUP



# Who Attends?

This event draws professionals from HR, talent management, and analytics teams across multiple industries.



# 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.

## 9:00 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.*

## 9:30 AM INDUSTRY EXPERT

### Harnessing Effective GenAI Solutions for HR and the Employee Experience

Transform your approach to HR and the employee experience by unlocking the potential of Generative AI. Source practical tips to:

- Establish a strong data framework to seamlessly integrate GenAI into HR operations.
- Develop targeted strategies for implementing GenAI into talent management and HR processes.
- Explore practical GenAI applications that boost efficiency and enhance employee engagement today.

*Optimize your HR capabilities with insights and tools to effectively harness GenAI's power, driving innovation and impactful employee experiences.*

## 10:00 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.

## 10:20 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.*

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

**Andrea Giraldo**, Head of People Strategy and Operations, **Monstarlab**

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

## 10:50 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.



# AGENDA - DAY 1

Wednesday, June 18, 2025

## TRACK 1: STRATEGIC ENGAGEMENT STRATEGIES

### 11:10 AM 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**

### 11:40 AM FIRESIDE CHAT

#### Engaging Employees in Green Workplace Practices

Inspire employee engagement by integrating sustainability and environmental responsibility into your organizational culture. Walk away with an action plan on:

## TRACK 2: FRONTLINE IMPACT & EXECUTION

### 11:10 AM 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**

### 11:40 AM FIRESIDE CHAT

#### Employee-Led Initiatives and Grassroots Engagement Approaches

Harness the power of employee-driven initiatives to foster a culture of ownership and engagement. Create a roadmap to:

- Exploring practical ways to implement eco-friendly practices in the workplace, from waste reduction to energy efficiency.
- Discovering strategies for involving employees in sustainability initiatives, fostering a sense of ownership and purpose.
- Communicating your organization's environmental efforts to build alignment, trust, and pride among your workforce.
- Understand the value of empowering employees to lead initiatives that align with organizational goals and enhance team morale.
- Explore grassroots engagement strategies that encourage collaboration, innovation, and a sense of community across all levels of the organization.
- Gain practical tools for supporting and scaling employee-led initiatives to maximize their impact on engagement and organizational culture.

*Increase employee contribution to a greener future while enhancing engagement and creating a more sustainable workplace.*

*Enrich your workplace by championing employee-led initiatives that drive meaningful change and foster long-term commitment.*

### 12:10 PM CASE STUDY

#### Driving Engagement through Ethical and Social Responsibility (ESR)

Discover how embedding Environmental, Social, and Governance (ESG) principles into your workplace can inspire employee pride and foster commitment. Adopt best practices to:

- Recognize the role of ESR in creating a purpose-driven organizational culture that engages and motivates employees.
- Explore ways to involve employees in ESR initiatives, including sustainability projects, community outreach, and ethical business practices.
- Learn how to communicate the impact of ESR efforts to foster alignment, trust, and a shared sense of purpose across the workforce.

### 12:10 PM 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.



# AGENDA - DAY 1

Wednesday, June 18, 2025

*Amplify ESR as a strategic tool to enhance engagement, create meaningful workplace experiences, and make a positive societal impact.*

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

## 12:40 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**.

## 1:45 PM EXHIBITOR 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 special content.

## 2:00 PM INDUSTRY EXPERT

### Building Trust and Motivation through Modern Compensation Strategies

In today's competitive labour market, a well-structured total rewards program and transparent communication about pay are critical for boosting employee engagement. Source your plan of action by:

- Designing comprehensive total rewards packages tailored to organizational and employee needs.
- Balancing monetary and non-monetary benefits, such as bonuses, wellness programs, and professional development opportunities, to support a diverse workforce.
- Promoting pay equity and fostering transparency by clearly communicating compensation structures to build trust and loyalty among employees.

*Advance your workforce strategy by establishing a culture of trust and fairness through modern compensation approaches.*

## 2:30 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**

## 3:00 PM CASE STUDY

### Beyond Paycheques: Boosting Total Rewards with Wellness Programs

Organizations are looking beyond traditional pay structures to attract and retain top talent. Wellness initiatives are a powerful tool to enhance total rewards, demonstrating a commitment to employee health and fostering long-term engagement. Source practical tips to:

- Craft wellness-driven compensation packages, including fitness reimbursements, mental health support, and preventive care programs.
- Create a culture of wellness and foster a workplace environment that prioritizes physical, mental, and emotional well-being to elevate employee satisfaction and performance.
- Quantify the impact of wellness initiatives and how they reduce turnover, improve productivity, and deliver a strong ROI for your organization.

*Master a more competitive, holistic approach that includes wellness benefits to ensure your organization remains a leader in talent attraction and retention.*

## 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.





# AGENDA - DAY 1

Wednesday, June 18, 2025

## 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**

## 5:00 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**

## 5:30 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!

## 5:45 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** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and explore 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



# 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.

## 9:00 AM OPENING COMMENTS FROM YOUR HOST

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

## 9:15 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**

## 9:45 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**

## 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 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**

## 11:15 AM REFRESHMENTS BREAK & EXHIBITOR LOUNGE VISITS

- Explore the latest **EX 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.

## 11:45 AM CASE 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.



# AGENDA - DAY 2

Thursday, June 19, 2025

*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 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.*

**Sheena Martin**, Human Resources Director, **George Weston Limited**  
**Romesh Morales**, Director, HR Compliance & Reporting, **CAA Club**  
**Tiffany Smye**, Senior Director, Talent, Learning and Development, **MLSE**

## 12:45 PM INDUSTRY EXPERT

### Recruitment Tools and Platforms: Enhancing Engagement from the First Interaction

Discover how modern recruitment tools and platforms can streamline hiring and enhance candidate engagement. Master the success factors to:

- Explore the latest recruitment technologies, including AI-driven applicant tracking systems and virtual assessment platforms.
- Utilize tools that create a seamless and engaging candidate experience, from application through onboarding.
- Implement strategies for using recruitment platforms to effectively highlight your employer brand and workplace culture.

*Enrich your hiring process with innovative tools and platforms to attract top talent and set the foundation for long-term engagement.*

## 1:15 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**.

## 1:30 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- 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 special content.

### TRACK 1: TECH INNOVATION

### TRACK 2: CHANGE MANAGEMENT

## 2:30 PM CASE STUDY

### Real-Time Feedback and Communication Platforms

Real-time feedback and communication tools are widely used to promote ongoing communication and gather instant feedback from employees. Take back to your office strategies to:

- Maximize the use of tools like Slack, Microsoft Teams, and Pulse survey platforms.
- Facilitate open dialogue and gain real-time insights into employee sentiments.
- Cultivate transparency and responsiveness to strengthen engagement.

*Increase your use of existing technologies to boost employee engagement across your company.*

## 2:30 PM CASE STUDY

### Harnessing Employee Expertise When Enabling Organizational Change

When implementing changes to company procedures or structure, leveraging internal knowledge is vital to ensure changes are effective and lasting. Create a roadmap to:

- Engage employees in the implementation of changes through surveys, focus groups, or pilot programs.
- Build a sense of ownership and alignment within your teams, making them more likely to support and adapt to new initiatives.
- Optimize internal changes by effectively utilizing employee expertise.

*Reduce the risk of employee pushback on company changes by actively involving employees in decision-making and implementation.*



## 3:00 PM INDUSTRY EXPERT

### AI-Powered Personalization Across the Work Environment

AI-driven platforms, such as employee experience apps, enable organizations to personalize learning, development, and well-being resources based on employees' unique preferences and career goals. Adopt best practices to:

- Personalize your employee experience with the latest tools.
- Boost relevance and participation in programs and initiatives available to employees.
- Cultivate a sense of value among employees to improve overall team satisfaction.

*Heighten AI-driven personalization to achieve a more engaged, satisfied, and productive workforce.*

## 3:00 PM 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.*

## 3:30 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 INDUSTRY EXPERT

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

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.*

## 4:30 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

“

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

Stubbe’s Precast



“

*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.”*

EPSI

“

*Excellent content insight. From small to large organizations, industries, union, and non-union – immediate takeaways.”*

NSLC

“

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

City of Edmonton

“

*Intimate event with lots of opportunities to network and learn from others.”*

Venterra Realty



“

*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.”*

CMHC



# 8th Annual Employee Experience Summit

June 18-19, 2025  
Old Mill, Toronto



## How to Register

### 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

**Super Early Bird**  
Expires on Feb 28th

**\$1,295 CAD**

**Regular Ticket**

**\$1,995 CAD**

### 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 away **PowerPoints** and **white papers** addressing your biggest challenges

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**Regular Ticket**

**\$1,695 CAD**



### REGISTER FOR GROUP RATE:

Contact:

**Louis Youpa**

Delegate Registration Manager

Email: louis@strategyinstitute.com



Employee Experience Summit



#EX2025