



E D A C • A C D E

EDAC 2016 *Change Agents:*
Economic Developers Building Canadian Communities
Saskatoon, SK October 22 - 25, 2016

Preliminary Agenda

Saturday, October 22

10:00 AM – Tour / activity suggestions

12 NOON – EDAC Registration Desk Opens

12 NOON – Tradeshow Booths Set-Up

7:00 PM – Fun Night at Western Development Museum

Prohibition-themed casual evening with entertainment in a unique environment that celebrates Saskatchewan's heritage by showcasing original buildings and artefacts! Peruse the turn of the nineteenth century buildings or get an 'olde timey' photo taken, all while reconnecting with colleagues from across Canada. - Sponsored by LB Distillery

Sunday, October 23

8:00 AM – EDAC Registration Desk Opens

8:00 AM – Welcome Breakfast

9:00 AM – EDAC Annual General Meeting - Welcome to EDAC 16

9:30 AM – Plenary: Bruce Kirkby, Award-winning Explorer, Writer, Photographer

10:15 AM – Refreshment Break & Tradeshow Walk

10:45 AM – Plenary TBA

12:00 PM – Lunch

12:30 PM – Luncheon Keynote: “**Global Government Relations/International Relations**” - Nicole Verkindt, Founder, OMX, “Dragon” Next Gen Den

1:30 PM – Breakout Sessions (Track A & Track B)

Track A – **PechaKucha Presentations**

PechaKucha is a fast-paced presentation format using 20 slides/images, each displayed for only 20 seconds. The timeline is tight making for short, but engaging presentations.

Track B – **Reinventing Digital Investment Attraction** - Ryley Iverson & Davie Lee, Co-founders Townfolio

With the majority of site selection now being done online, investment is more likely to come to a community that is digitally prepared. Having relevant and updated data is crucial to prove your community is open for business. The PDF community profile and websites are very useful tools to get noticed online. Unfortunately, EcDevs with small teams, small budgets, and overwhelming job duties struggle to stay on top of investment attraction and are often overlooked. Learn how software is disrupting old digital marketing models, automating investment attraction and helping communities of all sizes get noticed based on their unique opportunities.

2:30 PM – Refreshment Break & Tradeshow Walk

3:00 PM – Plenary: Trudy Parsons, Executive Vice-President, MDB Insight Inc. & Mark Patterson, Executive Director, Magnet

4:00 PM – Breakout Sessions (Track A & Track B)

Track A – “**Civic Hackathon**” - Rajbir Sian

Focus on how to utilize the existing data within municipalities to increase citizen engagement and enhance capacity building within your community. This will touch on how the idea of an open data hackathon began and the strategic alliances and step by step process that were built in order to bring the hackathon to life, and ultimately the deliverables that were achieved and lessons learned.

Track B – **Innovative partnerships and entrepreneurial approaches** - Robert Fine, Director of Business & Entrepreneurial Development, City of Kelowna

Canadian municipalities are being continually challenged to meet their obligations as both senior levels of government continue to download the delivery of services to cities and towns. At the same time, municipalities have limited access to a much broader range of revenue sources, including income and sales taxes. The answer to this disconnect may be the development of new revenue streams through municipal enterprises (ME). MEs are businesses owned by local governments that provide services and typically generate revenue for local communities. Local governments have long operated public utilities and public facilities such as ports, parking lots and airports. Many are now entering fields traditionally dominated by private companies. This is motivated in part by political resistance to tax increases and new user fees that municipalities seek to raise revenues, as well as the focus on job creation. In 2015, the City of Kelowna established Enterprise Kelowna seeking innovative partnerships and encouraging entrepreneurial approaches from within and outside the City of the Kelowna with the expressed focus on revenue generation. The session will focus on a couple of creative undertakings that have created revenue, saved citizens money and played an integral part in economic development.

5:00 PM – Wrap-up

7:00 PM – Welcome Reception - Top of the Inn, Sheraton Hotel
Prepare yourself to enjoy the breathtaking views while you network and mingle with appetizers and a cash bar at this highly-sought-after venue!

Monday, October 24

8:00 AM – EDAC Registration Desk Opens

8:00 AM – Breakfast

9:00 AM - Keynote: "**Economic Developers as Civic Leaders: Public/Private Collaboration for Economic Growth and Prosperity**" - Mike Langley, CEO Greater MSP

10:00 AM – Plenary TBA

12:00 PM – Lunch Keynote TBA

Afternoon Study Tours TBA

Free Night – Dinner on own

Tuesday, October 25

8:00 AM – Breakfast

9:00 AM – **“Jump The Fence: The Power of Counterintuitive Thinking”** - Terry O'Reilly, Radio Personality

Most marketers think within the confines of their category. But that is an artificial boundary. When out-of-the-box thinking is applied to strategies, marketing problems can be solved, obstacles can be blasted out of the way, and revenues can dramatically improve. All you have to do is "jump the fence." This talk gives the audience inspiring lessons in counterintuitive thinking, and includes:

- *How to re-define your category and identify artificial borders.*
- *Why it is critical to go against conventional wisdom.*
- *How to look to other advertising categories for inspiration.*
- *How to look at a marketing problem with absolute fresh eyes.*
- *How and where to look for powerful strategic insights.*
- *Why counterintuitive thinking requires superb execution.*
- *How counterintuitive thinking can overcome difficult market conditions and competitors with deeper pockets.*

This presentation is full of utterly remarkable stories of how organizations used intuitive thinking to achieve outstanding results. All they did was 'jump the fence' in their thinking.

10:00 AM - **“Formula for Economic Development Success”** – Eric McSweeney, Ec.D.(F), President, McSweeney & Associates Consulting Inc.

Are there days when you feel like you are the only one that understands economic development? Is economic development a haphazard mess of ideas and actions? Having trouble sorting out economic development priorities? Is everyone pushing and pulling in different directions? Are you overwhelmed by multiple and sometimes conflicting demands? See North America's only visual and graphical presentation of what economic development really is, what the activities pieces are, how they fit together, and in what order. How people and organizations can leverage the economic development process in order to achieve success.

11:00 AM – Refreshment Break & Tradeshow Walk

11:30 AM – Lunch

12:30 PM – **Marketing Canada Awards Presentation**

EDAC's Marketing Canada Awards Program showcases and celebrates best practices in marketing from coast to coast to coast - engaging organizations involved in marketing Canadian provinces, territories, regions, cities, towns, and areas.

1:30 PM – Breakout sessions (Track A & Track B)

Track A – **Succession, Matching.com** - Alison Anderson

Track B - **Get Some** - Richard Horncastle, Ec.D.
Speaking to the challenges and opportunities in regional economic development.

*1:30 PM – Tradeshow Booth Teardown

2:30 PM – Refreshment Break

2:50 PM – **International Panel** – Canada, United States, Australia
Greg Borduas, Ec.D. (F) EDAC President

6:45 PM – President's Reception

7:30 PM – President's Dinner