

SCHEDULE AT A GLANCE

WEDNESDAY | JUNE 8, 2022

1:30 pm Golf Classic 

6:30 pm Welcome Reception

7:30 pm Dinner and Prize Presentation

THURSDAY | JUNE 9, 2022

7:00 am Breakfast 

7:30 am WAB Annual General Meeting and Election- members only
7:50 am Includes CAB and CTRC Representative

8:00 am **Jay Penner:**
8:05 am Opening Remarks

8:10 am **Caroline Gianias & Radio Connects:**
8:40 am Radio on the Move

8:45 am **Matt Sunshine:**
9:45 am Evolving Your Sales Team

9:45 am Networking/Exhibitor Break 

10:05 am **Quang Do:** 
10:35 am Sales Strategy: Where Does Sales Compensation Fit In?

10:35 am **Pierre Bouvard:**
11:05 am How Radio Elevates the Media Plan: Strategies that Generate Impact

11:05 am **Tina Varughese:**
12:00 pm How Unconscious Bias Affects Decision Making

12:00 pm Lunch 

12:45
1:15 pm CRTC Update with Chairman Ian Scott

1:15 pm **Johnny Molson:**
2:15 pm Finding the Right Balance in Today's Media Landscape - Wizard of Ads

2:15 pm Networking/Exhibitor Break 

2:35 pm **Michael Atkin:** 
3:05 pm The Fork in the Road; Will AI Take Over your Operations

3:10 pm **Cheryl Cran:** 
4:10 pm The Great Resignation and the Post COVID Workplace

4:15 pm CRTC Meet & Greet

6:30 pm President's Reception 

7:30 pm President's Dinner & Gold Metal Awards Gala 

Entertainment: Reuben and the Dark | MC: Linda Olson

