

 **THE ART OF**
LEADERSHIP Presented by **FedEx**®

VANCOUVER | OCTOBER 26, 2017

VICE PRESIDENT JOE BIDEN

AMANDA LANG

WELBY ALTIDOR

DR. TASHA EURICH

VINCE MOLINARO



High impact events occur at the intersection of world class speakers and outsized audience expectations. The Art Of brings both to the table in spades. The result inevitably is an environment where speakers deliver their best ideas and the audience takes back specific steps to improve themselves and their businesses.

AVINASH KAUSHIK

Digital Marketing Evangelist, Google and Bestselling Author





The Art of Leadership

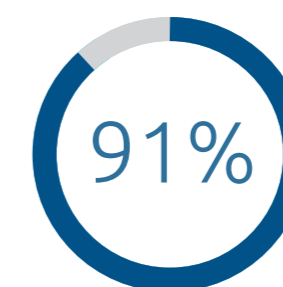


Strong leaders don't follow the crowd, they let the crowd follow them. They're the disruptors and the doers. They know that without calculated risk there can be no reward.

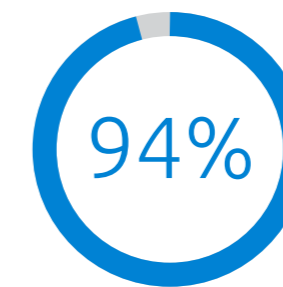
Strong leaders enlighten and inspire. They plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged, loyal employees and sustainable long-term growth are their end game.

The Art of Leadership brings together the most respected names in thought leadership in a place of inspirational interaction. Surrounded by a network of like-minded individuals, we design unique conferences that are built around the stories, ideas, discoveries and collaborative moments that drive achievement.

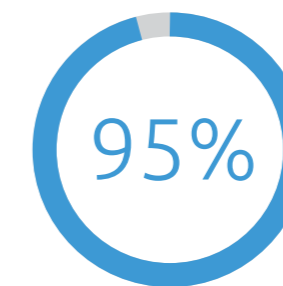
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite personal and professional creativity.



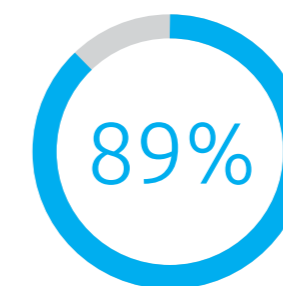
91% plan on attending again in the future



94% of past speakers rated good/excellent



95% would recommend The Art of Leadership to a colleague



89% found this to be an invaluable networking opportunity

OCTOBER 26, 2017 | 8:30AM - 5:00PM

VANCOUVER CONVENTION CENTRE

West Building - Ballroom A/B

1055 Canada Place, Vancouver, BC

Vice President Joe Biden

47th Vice President of the United States

As a senator from Delaware for 36 years, Biden was a leading architect of domestic policy on some of the most pressing issues facing the country. Then-Senator Biden served as chairman or ranking member of the Senate Judiciary Committee for 17 years, and was a preeminent voice on criminal justice issues, including authoring both the landmark 1994 Crime Act and the Violence Against Women Act. Biden has worked relentlessly since the passage of the Violence Against Women Act in 1994 to change the culture around domestic violence and sexual assault, and protect and strengthen victims' rights.

As the 47th Vice President of the United States, Biden oversaw the implementation of the American Recovery and Reinvestment Act, which was integral to rescuing the economy from the brink of another Great Depression. The Recovery Act added 2 million jobs to the economy and made an unprecedented investment in America's infrastructure. According to the nonpartisan Government Accountability Office, under former Vice President Biden's oversight, more than \$800 billion dollars were injected into the economy with less than two tenths of one percent waste, fraud or abuse—making it one of the most efficient government programs in history.

As Vice President, Biden also chaired the Middle-Class Task Force, an administration-

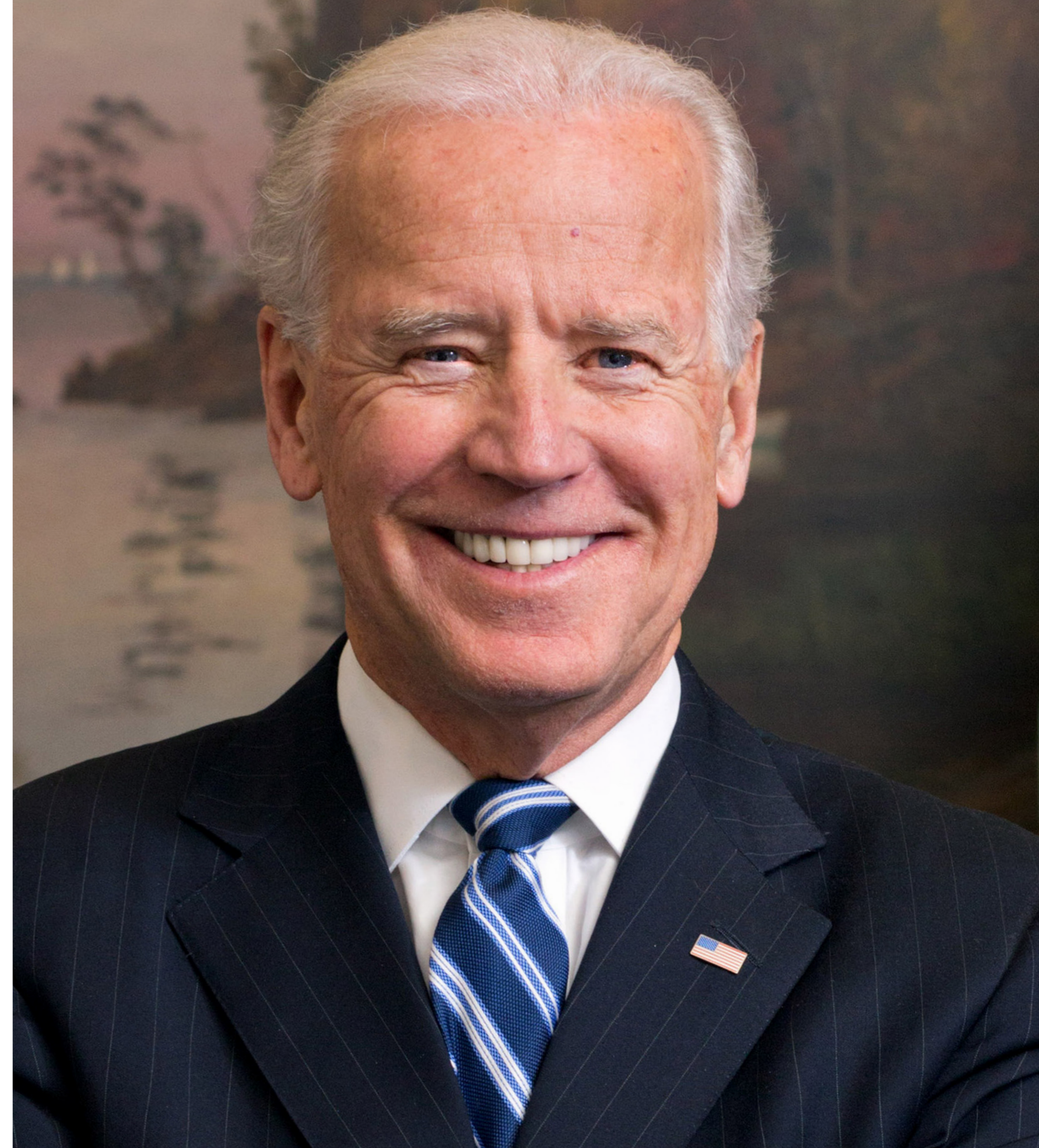
wide effort to improve the everyday lives and livelihoods of working men and women, and oversaw the administration's Skills Initiative to improve federal workforce training programs. He authored "Ready to Work: Job-Driven Training and American Opportunity", a report to the president on how best to ensure American workers are trained for the jobs of the 21st century.

Biden also led the administration's efforts to implement meaningful reforms to reduce gun violence in the U.S., which resulted in federal actions aimed at strengthening the background check system and addressing mental health issues linked to gun violence, among others.

In January, President Obama awarded Biden the Presidential Medal of Freedom, with Distinction—the highest civilian honor in the U.S.

Biden is an alumnus of the University of Delaware, Class of 1965.

Since leaving the White House, Vice President Biden continues his legacy of expanding opportunity for all with the creation of the Biden Foundation, the Penn Biden Center for Diplomacy and Global Engagement at the University of Pennsylvania, and the Biden Domestic Policy Institute at the University of Delaware.





Amanda Lang

*Anchor, Bloomberg TV Canada
and Bestselling Author*

Amanda Lang has a front-row seat to the world's daily top stories in business, politics, and economics as an anchor and producer for two weekly shows at Bloomberg Television Canada, called Bloomberg North with Amanda Lang.

She has been covering business in North America for 20 years. An award-winning journalist known for her no-holds-barred approach to the people, companies, and stories making the news.

Previously, Lang was CBC's senior business correspondent, reporting for its flagship nightly news program, The

National, and host of The Exchange with Amanda Lang, a daily business program that aired on CBC News Network. Prior to that, she co-hosted The Lang and O'Leary Exchange with television personality Kevin O'Leary.

Lang's first job in journalism was for the Globe and Mail, subsequently joining the Financial Post where she became the paper's New York correspondent. In New York, she made the leap to television, where she first was part of the team that launched BNN, and before long wound up at CNN as a reporter and anchor. She returned to Canada in 2002 to re-join



Amanda was fantastic - cool, collected and she really resonated with the audience.

- Middlefield

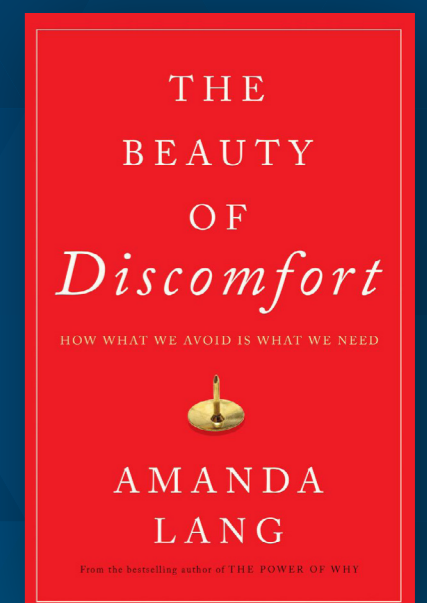
BNN, joining CBC in 2009, where she remained until 2015.

She is the author of the bestselling book, *The Power of Why: Simple Questions That Lead to Success*, which shows readers how to reignite curiosity at any age to become more innovative and productive, as well as her new book, *The Beauty of Discomfort*, which helps people become more creative, more innovative, and more effective in work and life.

Before becoming a journalist, Lang studied architecture at the University of Manitoba.

INNOVATION & CHANGE

- How to become more creative, more innovative and more effective as a leader.
- Why learning to tolerate, and then embrace discomfort is the foundation for change and an important tool for success.
- How great leaders bake in a culture of innovation, while others fail at it.
- Why innovation is the solution for the enormous challenge that Canada faces in its productivity gap.



Welby Altidor

*Executive Creative Director
formerly with Cirque du
Soleil and Author*

As Executive Creative Director of Creations at Cirque du Soleil, one of the world's most creative companies, Welby Altidor seconded the company's Creative Guide in overseeing the development of a portfolio of Cirque's core future projects. He was Creative Director for Michael Jackson ONE, "a multimedia extravaganza that often flies high, but never loses sight of its inspiration" (Associated Press) that is currently in residence at Mandalay Bay Resort and Casino in Las Vegas. He spearheaded the creation of C:LAB, the creative laboratory of The Cirque du Soleil Group. The lab's first project, SPARKED, a short film that features 10 quadcopters and unites humans and flying machines in choreography, won

several prizes and accolades, including the NYC International Drone Film Festival award for Best Short Featuring Drones.

In September of 2017, Altidor releases his first book: *Creative Courage: Leveraging Imagination, Collaboration, and Innovation to Create Success Beyond Your Wildest Dreams*—a practical guide to gaining "the perspective, courage, and kick start you need to think differently about the things you do every day." Throughout, he shares his unique, surprising journey over the last 20 years at the cutting edge of live innovation, relentlessly working towards moving audiences and stressing the importance of creating collaborative cultures.



Welby Altidor is a fantastic speaker and inspiration. His positive energy and creative perspective really drive home his messages to audiences with sincerity.

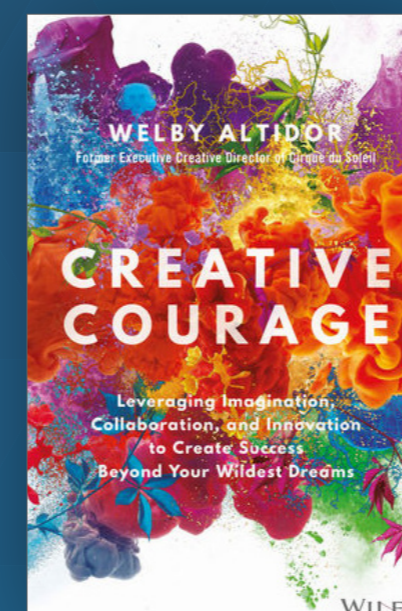
- Mandalay Bay Hotel and Resort

Previously, Altidor was Cirque du Soleil's Director of Creation in the Images, Events, and Lifestyle division, where he led a number of large-scale creative projects with a number of leading Hollywood creators and artists. He was previously Director of Strategic Relations, Arts, Circus, and Sports. In this role, he developed strategic partnerships in more than a dozen countries, including an important alliance with the International Gymnastics Federation. His first position at Cirque was in the casting department as a talent scout, traveling the world and recruiting hundreds of artists for Cirque shows.



CREATIVITY & COLLABORATION

- How to foster a more collaborative corporate culture.
- Why we should seek feedback early—essentially scheduling failure—to improve.
- How to make a more profound impact and inspire and motivate others to do the same.
- Why we have to give everyone a voice, and collaborate to access an idea's full potential.





Dr. Tasha Eurich

New York Times Bestselling Author, Organizational Psychologist and Researcher



Eurich brings focus to how we might reach real insight—the kind that transforms us and our relationships with those we work with.

- Ed Catmull - President of Pixar & Walt Disney Animation Studios

Dr. Tasha Eurich is an organizational psychologist, researcher, and New York Times bestselling author. As a third generation entrepreneur, she grew up seeing the powerful influence company leaders had, on both their businesses and the livelihoods of their employees.

Dr. Eurich's first book, *Bankable Leadership*, debuted on the New York Times bestseller list, and has

since become a popular resource for managers and executives who don't want to choose between making their employees happy and producing bottom-line results for their business.

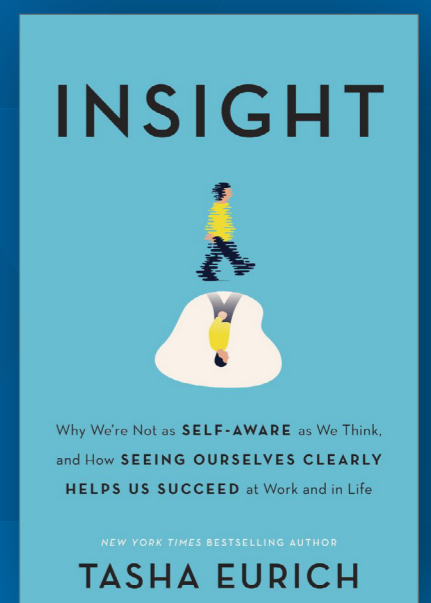
Her latest book, *Insight*, delves into the connection between an employee's self-awareness—what Dr. Eurich calls the meta-skill of the twenty-first century—and their performance and success, both in and out of the workplace.

Over the course of three years, Dr. Eurich conducted a first-of-its-kind study, surveying thousands of people and examining hundreds of academic studies.

With a PhD in Industrial-Organizational Psychology, Dr. Eurich contributes to The Huffington Post and Entrepreneur Magazine and has been featured in outlets like Forbes, The New York Times, CNBC, Fast Company, and Inc.

SELF-AWARENESS & PERFORMANCE

- Why we don't know ourselves as well as we think, and more importantly, what to do about it.
- The surprising myths and unseen obstacles to self-awareness.
- Battle tested tools to improve your work performance, leadership skills and interpersonal relationships.
- Why self-awareness is the meta-skill of the 21st century.



Vince Molinaro

*New York Times Bestselling Author
and Leadership Expert*

Vince Molinaro travels the world helping organizations successfully transform themselves by building strong leadership cultures with highly engaged and truly accountable leaders.

A New York Times bestselling author, speaker and leadership adviser, Vince is the Global Managing Director of the Leadership Transformation Practice with Lee Hecht Harrison, a Adecco Group Company.

As a senior executive himself, Vince doesn't just preach leadership accountability—he lives it every day. His passion for strong leadership extends to his writing and global research. He is a go-to source for media, and his writing has been featured regularly in some of the world's leading business publications, including The Harvard Business Review, Forbes, Inc. Magazine and the World Economic Forum.

▲ Molinaro challenges leaders to become more deliberate and conscious in how they lead. This approach is desperately needed in our world today.

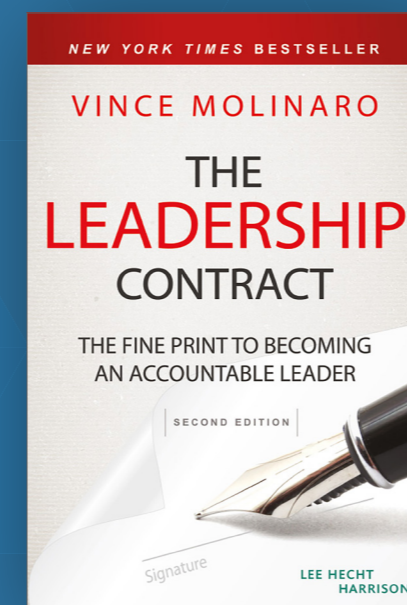
- **Raj Sisodia, Co-Founder & Co-Chairman of Conscious Capitalism, Inc.**

Vince's bestselling book, *The Leadership Contract*, now in its second edition, is a must-read for all leaders. It currently serves as the foundation for culture change and leadership development at companies around the world. Vince has also co-authored two other books: *Leadership Solutions* and *The Leadership Gap*.



ENGAGEMENT & ACCOUNTABILITY

- How to be a more deliberate and purposeful leader.
- How to learn to tackle the hard work that is holding you back.
- How to build a strong leadership culture in your company.



Notable Past Attendees

▲ *Inspiring – Informative – Impactful – Illuminating – Invaluable. Bravo!*

- Julie Reid
Education Officer
MINISTRY OF EDUCATION

▲ *Excellent day, the speakers expressed similar, consistent leadership priorities for now & in the future. This one day session is enough to gain significant insights on leadership.*

- Bernice Parent
Director, Leadership & Organizational Effectiveness
MTS ALLSTREAM

▲ *This is just what I needed to be recommitted to building a strong team.*







- Mary Butcher
Senior Manager
ROGERS







▲ *All the speakers were extremely innovative and experienced in their fields. They presented new ideas in a way that emotionally and intellectually stimulated the audience... Great choice of speakers!*

- Alexandra Margulescu
CONCORDIA UNIVERSITY



Agenda

- 7:45 AM  Doors Open
- 8:30 AM  Opening Remarks
- 8:45 AM  **Welby Altidor**
Creativity & Collaboration
- 9:45 AM  Networking Break
- 10:15 AM  **Vince Molinaro**
Engagement & Accountability
- 11:00 AM  **Dr. Tasha Eurich**
Self-Awareness & Performance

- 12:00 PM  Lunch Break
- 1:30 PM  Executive Panel
- 2:30 PM  **Amanda Lang**
Innovation & Change
- 3:30 PM  Networking Break
- 4:00 PM  **Vice President Joe Biden**
Leadership
- 5:00 PM  Closing Remarks

GENERAL
\$499 +GST

- First-come, first-seated behind VIP
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers

VIP
\$749 +GST

- Premier seating in row 3+ behind Platinum
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Express entrance
- Three course networking lunch
- Embossed journal and pen
- Three featured speaker books:
 - *The Beauty of Discomfort* - **Amanda Lang**
 - *Creative Courage* - **Welby Altidor**
 - *The Leadership Contract* - **Vince Molinaro**



PLATINUM
\$1249 +GST

Limited Availability

- **Photo opportunity with Vice President Joe Biden**
- Premier seating in row 1–2
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Express entrance
- Three course networking lunch
- Embossed journal and pen
- Five featured speaker books:
 - *The Beauty of Discomfort* - **Amanda Lang**
 - *Creative Courage* - **Welby Altidor**
 - *Insight* - **Dr. Tasha Eurich**
 - *The Leadership Contract* - **Vince Molinaro**
 - *Better Than Before* - **Gretchen Rubin**



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