



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

LEADERSHIP CONFERENCE 2023

Make it happen



Make it matter

June 11 - June 13, 2023

Westin Calgary Airport

Make it happen



Make it matter

ASBOA

2023 Leadership Conference & Expo

June 11-13, 2023

LOCATION

The Westin Calgary Airport
671 Aero Drive NE Calgary, Alberta T2E7Y5

AUDIENCE

This is **THE** conference where those working across all school business areas come together to become better.

Whether you work in finance, HR, IT, communications, transportation, or governance, this is the prime opportunity to expand your network and deepen your leadership knowledge.

A range of programming to hone vertical and horizontal leadership skills is offered.

Rising leaders, managers, and leadership luminaries dedicated to student success are welcome.

REGISTRATION

	Early Bird to Apr. 16	After April 16
ASBOA Member	\$999	\$1,099
Non-Member	\$1,099	\$1,199
Pre-Conference workshop	\$325	\$350
Extra banquet ticket only	\$99	\$99

- ✿ Registration includes banquet and meals as described.
- ✿ Pre-Conference workshop: *Leadership Circle Profile* – includes individual LCP assessment report.
- ✿ Banquet includes dinner, 1 drink ticket, entertainment (Locked Zoo)
- ✿ Additional banquet tickets are available for guests of conference participants.
- ✿ 7% discount off registration for 3 or more from the same organization: promo Code **7OFFASBOA**.

REGISTER HERE



ACCOMMODATIONS

A special rate of \$169/night has been secured for this event.

Book hotel online here

Book by phone: +1 403-452-5406

Reference: ASBOA 2023 Annual Meeting

MEALS

Each registration includes:

- ✿ Welcome reception (June 11)
- ✿ 2 x breakfast buffets (June 12 & 13)
- ✿ Hot lunch buffet (June 12)
- ✿ Barbeque Bonanza Banquet dinner at Calgary Zoo
- ✿ Drink ticket for the Banquet dinner
- ✿ Lunch (June 13)

QUESTIONS

Please email Kirsty Pilgrim at kpilgrim@asboalberta.ca



SPEAKER BIOS**ALERT****ALERT - ALBERTA LAW ENFORCEMENT RESPONSE TEAMS**

ALERT operates with one overarching goal: to create safer communities for all Albertans. Established by the Government of Alberta in 2006 to combat organized and serious crime.

As a non-profit agency, ALERT is governed by a Board of Directors and an appointed Chief Executive Officer. ALERT operates at arm's length from the provincial government, with a Civilian Advisory Committee. ALERT encourages community engagement and stakeholder relations. ALERT integrates members from various police agencies who have expertise in intelligence, enforcement and support services.

The Internet Child Exploitation (ICE) Unit investigates offences related to the exploitation of children over the Internet. ICE investigates offences involving child pornography, computer-related child sexual abuse, child luring over the Internet, voyeurism involving victims under the age of 18, and child sex trade/tourism.

**TIM ARNOLD**

Tim Arnold has spent over two decades helping leaders manage complexity, increase resilience, and deliver results, with clients that include The United Nations, Royal Bank of Canada, Allstate Insurance, Compassion International, Toyota, and Siemens. After running both a for-profit business and a homeless shelter, he leverages his real-world experience to help organizations pursue both profit and purpose. Tim's work focuses on helping leaders unleash the superpower of Both/And thinking in an Either/Or world.

He is a lecturer at McMaster University – DeGroot School of Business, holds a Master's degree in Social Justice and Equity Studies, and a Bachelor of Business Degree from Brock University.

Tim's top-selling books are available on Amazon:

- ***Lead with AND: The Secret to Resilience and Results in a Polarized World***
- ***The Power of Healthy Tension: Overcome Chronic Issues and Conflicting Values***

**SCOTT CAMPBELL**

Scott Campbell is a highly successful speaker, consultant, and author. Over the last twenty years, he has consulted with and coached leaders from FedEx, Nike, GE, Toyota, Bayer, Kraft, Pepsi, Ceridian, P&G, and Spectra Energy. He is a former instructor in the Schulich School of Business Executive Education Centre. In addition to his work in the United States and Canada, he has spoken and consulted in France, Belgium, Germany, Spain, Denmark, and Hong Kong.

Scott possesses a certificate in Strategic Decision Making and Risk Management from Stanford University, a certificate in Designing Solutions for Innovation and Strategy from Weatherhead School of Management, and a Master's degree in organizational leadership from Tyndale College.

Scott has written numerous articles on leadership for a variety of leadership magazines, including Leadership Excellence, Worldwide Association of Business Coaches, and Bulletin of Psychological Type, and has authored several books:

- ***Mind Games: 7 Tricks Your Brain Plays When Making Decisions***
- ***NeuroEngagement: Using The Insights of Brain Science to Foster Employee Engagement***
- ***5-D Leadership: Key Dimensions for Leading in the Real World (co-author)***



SPEAKER BIOS**ERIN EKMAN**

Erin Ekman is a Professional Certified Coach (PCC) with the International Coach Federation (ICF), and the principal facilitator and leadership consultant with Centrivity. She has worked in coaching and leadership development since 2009 and holds a Professional Co-Active Coach Certification (CPCC) from the Coaches Training Institute.

Erin has over 13 years of experience building cohesive and strategic teams and brings her expertise to the SAIT School of Business as an instructor in the Professional and Leadership Programs and recently completed her Certification in Emotional Intelligence to support her clients to lead more collaboratively and authentically.

**LORI LACEY**

Lori Lacey is an executive coach and consultant and was recently named one of the **Top 20 Executive Coaches in Edmonton**. Lori has worked in a variety of organizations, from large global companies to small private business, provincial and federal governments, and non-profit organizations.

Lori has a Masters of Education Degree in adult education from the University of Toronto, and a Graduate Certificate in Executive Coaching (CEC) from Royal Roads University. She holds a Canadian Certified Professional in Human Resources designation (CPHR), and a Professional Coach Certification (PCC) from the International Coach Federation.

She is a certified practitioner of a variety of professional development tools including the Leadership Circle Profile, the Core Strengths Inventory, EQ-i 360, EQ-i 2.0, Conversational Intelligence, MBTI, and the Immunity to Change program.

Lori loves being part of the coaching profession and has held various roles on the board, including President, for the Edmonton Chapter of the International Coach Federation (2013 to 2016.)

She was born and raised in Winnipeg, MB and began her career in Adult Education in the Eastern Arctic. After spending 18 years living and working in both the Nunavut and Yukon Territories, she moved to Alberta.

**DARCI LANG**

Darci Lang is an inspirational speaker, an award-winning entrepreneur, one of only 40 Canadian Association of Professional Speakers Hall of Fame recipients, a bestselling author, a wife and a mom, whose simple tool helps individuals reframe the way they look at, and think about, their work and interactions and relationships with others.

Darcy has shared her insights with hundreds of clients, including RBC, Colliers International, Alberta Energy Regular, AltaGas, Enbridge, City of Lethbridge, MacKay CEO Forums, MD Financial Management, and numerous associations, non-profit organizations, and municipalities of all sizes.

For 29 years, Darci has been sharing tough love with empathy, creating perspective shifts and having an impact on hundreds of businesses in diverse industries.

Darci's best-selling books include:

- ***Focus on the 90%***
- ***Lead the 90%***
- ***Living the 90%***
- ***Embracing the 90%***



SPEAKER BIOS**JAMIE MASON COHEN**

Jamie is a leadership development and performance expert as well as a certified grapho-therapist. Cohen is a frequent media commentator for CNN, *Forbes*, and *The Morning Show*. He is a TED-Huff Post International Teaching Award Recipient for innovation in online teaching and was nominated for Speaker of the Year 2020 by Meeting Planners International Greater New York.

Forbes called his unique and unusual ability to quickly analyze people's handwriting "impressive and a bit frightening". He combines this with his experiences working at *Saturday Night Live*, and as a certified leadership coach with The Leadership Circle to help organizations thrive in change.

Cohen uses his audiences handwriting as a personalized framework to help them gain insight into their own strengths and weaknesses, leaving them with an emotionally moving experience that inspires them to apply what they've learned.

He is also the #1 bestselling Amazon author of *Live from Your Class: Everything I Learned About Teaching, I Learned from Working at Saturday Night Live*.

**ROB ROACH**

Rob Roach is the Deputy Chief Economist at ATB Financial--the largest Alberta-based financial institution with assets of \$56.6 billion. He brings three decades of experience analyzing, commenting on, and proposing solutions to economic and public policy issues.

He is the co-author (with Todd Hirsch) of three books: "*The Boiling Frog Dilemma: Saving Canada From Economic Decline*," "*Spiders in Space: Successfully Adapting to Unwanted Change*," and "*Spiders in COVID Space: Adapting During and After the Pandemic*."

He also serves as the Chair of the National access Arts Centre--Canada's largest and oldest disability arts organization.

**SARAH SCAHILL**

RN, BN, LNC

Sarah is the Health and Wellness Manager with Medicine Hat Public School Division, and possesses a unique skillset with knowledge and experience in health, education, business, and law; presently completing her Master of Health Studies with a dual focus on health research and leadership.

Sarah completed certification in Legal Nurse Consulting giving her the knowledge and ability to provide expert witness statements on the nursing standards of care in medical-legal cases, as well as consulting on complex medical disability insurance files. She is a Core Group member with the EdCan Well at Work Community of Practice; a team of professionals across Canada who are committed to creating systemic change to improve employee wellness in K-12 education. Sarah has been a plenary speaker for EdCan and has presented to numerous leadership groups and professionals across the country.

Sarah holds licensure with the College of Registered Nurses of Alberta (CRNA) and is a CRNA Regulatory Committee member on the Registration Committee. She is an active member of the Legal Nurse Consultants Association of Canada (LNCAC), the Canadian Nurses Association (CNA), the Alberta Association of Nurses (AAN), the Society for Human Resource Management (SHRM), and is a Commissioner with the Medicine Hat Police Commission.

Make it happen



Make it matter

ASBOA

2023 LEADERSHIP CONFERENCE AND EXPO

PROGRAM OVERVIEW*

Sunday, June 11

1:00 p.m. - 4:30 p.m.	Pre-Conference Workshop (additional fee)
5:00 p.m. - 8:00 p.m.	Registration
6:00 p.m. - 9:00 p.m.	Evening reception with trade expo exhibitors

Monday, June 12

7:00 a.m. - 9:00 a.m.	Registration & Breakfast
8:00 a.m.	Trade show opens
9:00 a.m.	Conference opening
9:15 a.m.	Signature Speaker - Darci Lang
10:15 a.m.	Coffee break
10:30 a.m. - 11:45 a.m.	Breakout sessions
11:45 a.m. - 1:00 p.m.	Lunch and trade show visit
1:00 p.m. - 2:15 p.m.	Breakout sessions
2:15 p.m.	Coffee break
2:30 p.m. - 3:45 p.m.	Breakout sessions
4:00 p.m.	Tradeshow ends
3:45 p.m. - 4:30 p.m.	Free time
4:30 p.m.	Transportation to Banquet Dinner – Calgary Zoo
5:30 p.m. - 7:00 p.m.	Dinner - Barbeque Bonanza Buffet
7:00 p.m. - 9:00 p.m.	Locked Zoo Team activity
7:30 p.m.	Early bus back to hotel
9:30 p.m.	Awards and recognition, cash bar
10:30 p.m.	Last bus departure back to the hotel

Tuesday, June 13

7:00 a.m. - 8:30 a.m.	Breakfast
8:30 a.m.	Welcome back + Alberta Education (pending)
9:00 a.m. - 9:30 a.m.	ATB Deputy Chief Economist - Rob Roach
9:30 a.m. - 10:30 a.m.	Signature Speaker - Scott Campbell
10:30 a.m. - 10:45 a.m.	Coffee break
10:45 a.m. - 12:00 p.m.	Signature Speaker - Jamie Mason Cohen, closing remarks.
12:00 p.m. - 12:30 p.m.	Lunch
12:30 p.m. - 1:30 p.m.	ASBOA AGM – Members invited

*Note: The program is subject to various factors and may change.

School Business Leaders of all levels will not want to miss this year's ASBOA Leadership Conference!

Whether you're a leader in Finance, Human Resources, Technology, Transportation, Governance, Risk Management, Procurement, Facilities Management, Communications, or Engagement, you are invited.

THIS IS WHERE WE, as school business leaders,
ALL COME TOGETHER, LEARN TOGETHER, BECOME BETTER.

Better school business leaders, mean better workplaces,
 which leads to student experiences and greater success.



Professional Development Program

June 11, 2023

1:00 p.m. - 4:30 p.m.	Pre-Conference Workshop	Leadership Circle Profile	Lori Lacey
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June 12, 2023

9:15 a.m.	Opening Plenary	Lead the 90%	Darci Lang ★
10:15 a.m. - 10:25 a.m.	Break		
10:30 a.m. - 11:45 a.m.	Session A	Leading the 90% - deeper Dive	Darci Lang ★
	Session B	Coaching the Hard-to-Coach Employee	Lori Lacey
	Session C	Managing Employee Sick Leave: Rights, Responsibilities, & Accommodations	Sarah Scahill
11:45 a.m. - 12:50 p.m.	Lunch - Hot buffet		
1:00 p.m. - 2:15 p.m.	Session D ½ day workshop	The Power of Healthy Tension: <i>Leverage "Both/And" Thinking for Effective Teams and Productive Relationships</i>	Tim Arnold ★
	Session E	ICE is Real: Keeping Students Safe in Today's Digital World	ALERT
	Session C	Managing Employee Sick Leave: Rights, Responsibilities, & Accommodations	Sarah Scahill
2:15 p.m. - 2:25 p.m.	Break		
2:30 p.m. - 3:45 p.m.	Session D Note this session goes to 4 p.m.	Continuation - The Power of Healthy Tension: Leverage "Both/And" Thinking for Effective Teams and Productive Relationships	Tim Arnold ★
	Session F	What Your Signature Says About Leadership	Jamie Mason Cohen ★
	Session G	Getting Accountability Right by Building a Feedback Culture	Erin Ekman

June 13, 2023

8:45 a.m.	Plenary Guest	Update from Alberta Education	To be confirmed
9:00 a.m.	Plenary Guest	Economic Outlook with the Deputy Chief Economist, ATB	Rob Roach
9:30 a.m.	Plenary Keynote	It Seemed Like a Good Idea at the Time: How to Avoid the Mind Traps That Lead to Bad Decisions	Scott Campbell ★
10:45 a.m.	Closing Plenary	Saturday Night Leaders: How to Solve the Problems Keeping Your Team Up Until 3AM	Jamie Mason Cohen ★

★ Premium presenter: International/national keynote level and/or author

PRE-CONFERENCE WORKSHOP

Leadership Circle Profile



Conference attendees will not want to miss this unique chance to learn about the LCP and receive your own custom report. The LCP is a sophisticated instrument that will enhance your leadership approach, no matter your experience level.

The Leadership Circle Profile™ 360 is quite different than any other leadership 360 on the market. The Leadership Circle Profile helps leaders understand the relationship between how they habitually think, how they behave, and, more importantly, how all this impacts their current level of leadership effectiveness. Once this awareness is established, participants will see ways to continue honing their leadership abilities.

In addition to measuring eighteen leadership competencies at the top half of the circle, this instrument also measures eleven tendencies that detract from effective leadership and lower the leadership competency scores. These tendencies are reflected on the bottom half of the circle.

LCP reflects and synthesizes a diverse body of scientific research. We continue to evolve the LCP to remain the leading edge and global standard in assessment methodology. The Institute for Psychological Research and Application (IPRA) has confirmed through rigorous statistical and methodological analyses that *"The Leadership Circle Profile is an internally consistent, valid measure for leadership development. The psychometric properties of Leadership Circle Profile are strong."*

[Click here to watch intro video](#)



Lori Lacey

MEd, CPHR, CEC, PCC

Executive Coach and Leadership Development Specialist

Lori is passionate about working with leaders to help them become the newest version of their best selves. With a deep career in HR, she brings over three decades of experience as a HR practitioner, certified executive coach, consultant, instructor, and facilitator. Lori has worked in a variety of organizations, from large global companies to small private business, and in provincial and federal governments and non-profit organizations.

She wants to help her clients gain the insight they need to achieve their immediate and future goals. She has helped everyone from senior executives to emerging leaders step confidently into their roles, overcome organizational challenges, and grow their careers to become courageous leaders and create high performing teams. Her goal is to help leaders create the space to positively impact their organizations.

Lori is also certified to deliver several professional and leadership development instruments, including the Leadership Circle Profile, the Core Strengths Inventory, EQ-i 360, EQ-i 2.0, Conversational Intelligence, MBTI, and the Immunity to Change program.

Special ASBOA conference rate: \$325 early bird, includes personalized Leadership Circle profile assessment.

Session Descriptions

June 11, 2023

**Pre-Conference
Workshop**

Leadership Circle Profile - See full-page description

June 12, 2023

Opening Plenary
Darci Lang *

Lead the 90%

Leading through a 90% lens involves compassion, confidence and kindness in a world of education that demands acceptance, inclusion and understanding. Leaders who make it happen keep their teams motivated and engaged while cultivating happy and healthy schools. What does it take to be a kind leader and why are leaders who make it matter so needed in our world?

Session A
Darci Lang *

Lead the 90% - Making it Happen

Continuing from the keynote, join Darci for a deeper dive. This is where we put pen to paper and apply the message to your unique School Business Official role. You will leave this session with even more tools for your leadership toolbox.

Session B
Lori Lacey

Coaching the Hard to Coach Employee

As a leader, we all must deal with challenging staff at one point. There are many reasons why an employee may be in difficulty or may not be open to feedback. The exceptional leader will face the situation fearlessly, directly, and quickly with the skill to deal with the situation in a manner that can uplift the individual, hold them accountable, and energize the team climate. Join Executive Coach, Lori Lacey, for this interactive workshop session.

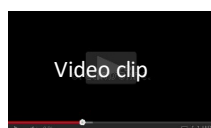
Session C
Sarah Scahill

Managing Employee Sick Leave: Rights, Responsibilities, & Accommodations

Employee sick leave has been identified as a significant issue in K-12 education across the country. Regardless of the cause, sick leave is a legitimate leave of absence and impacts many areas of operations within school divisions including student learning, facility maintenance, administration demands, increased workload to other staff, morale issues, and financial cost to the division. Many employers are unaware of how to manage employee sick leave and how it relates to creating a culture of wellness. In this presentation, we will provide you an overview of employer and employee rights and responsibilities, how to manage medical information in the workplace, review of case law to support our work, dispel some common misconceptions about sick leave, and provide you with some resources and best practices in managing both non-occupational and WCB related sick/medical leaves in your division.

Session D
Tim Arnold *

½ day workshop
This session goes to
4:00 p.m.



The Power of Healthy Tension: Leverage “Both/And” Thinking for Effective Teams and Productive Relationships

Most teams fail to reach their full potential because they get bogged down by unproductive conflict and polarizing points of view. Tim Arnold helps teams overcome the chronic issues that derail collaboration and teamwork, so your organization can tap into a new level of effectiveness!

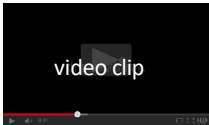
In a polarized world that loves to pick sides, we can mistakenly treat every challenge as a simple problem to be solved, with a right or wrong answer:

Planning or action?
Structure or flexibility?
Change or stability?

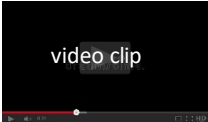
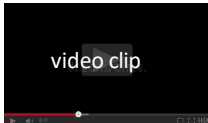
This “either/or” thinking is a dangerous trap. For high performance and productive collaboration, we must learn to embrace what most people (and teams) avoid or ignore — tension!

“The Power of Healthy Tension” provides a simple framework to manage complexity in a healthy way. It shows teams how to tap into the superpower of “both/and” thinking to see next-level results.

This is an incredible opportunity to partake in a ½ day workshop with Tim, who typically does one-hour keynotes for organizations of our size. Don’t miss your chance!

<p>Session E ALERT - Alberta Law Enforcement Response Teams</p>	<p>ICE is Real: Keeping students safe in today's digital world</p> <p>Remember the man in the big white van? These days, stranger danger is online. Parents and police can't solve this issue alone. School leaders across the system are part of the solution in keeping kids safe.</p> <p>The number of cases is staggering and students across our province are increasingly involved.</p> <p>In Alberta, there are currently thousands of open files and ongoing investigations involving online child exploitation of various kinds. Last year alone, intakes reached nearly 2,800 students - a 29% increase from the previous year. 15,277,671 Child Sexual Abuse Material photos/videos were processed during the course of ALERT investigations since April 2018.</p> <p>Experts from ALERT (Alberta Law Enforcement Response Team) will share the realities of online child exploitation, trends, and speak to the ways education leaders and student custodians can assist in tackling today's most pervasive student safety issue.</p>
<p>Session F Jamie Mason Cohen*</p> 	<p>What Your Signature Says About Leadership</p> <p>Maybe you see handwriting analysis as just entertainment, without enough substance for a business conference. Or perhaps you feel it's a novelty or a gimmick. Some of Jamie's clients once felt that way too. But the reality they found was very different.</p> <p>Rooted in science, handwriting analysis has been used for decades by law enforcement, science, and academic communities. The truth is handwriting is brainwriting.</p> <p>The act of writing starts in the brain. It sends a signal down the nervous system to your hand. Your fingers then carry out the directives of the brain. You see your writing paints a picture of what you think. Each stroke you make on the page is correlated to a particular personality trait. Those personality traits can be positively changed. Graphotherapy is a personal transformation tool using handwriting to improve a person's wellness. It's a process through which a person consciously changes certain handwritten letter formations to positively impact their communication, and raise their belief to achieve their goals.</p> <p>Audiences will learn:</p> <ul style="list-style-type: none"> • How to identify your weaknesses and strengths on the spot to help you gain a new level of insight about yourself and others. • Real world strategies to deploy your strengths wisely so that they grow and don't become liabilities. • Prescriptive, one-on-one speed handwriting analysis after the talk that can lead to breakthrough aha moments as a leader <p>After this session, you will never look at handwriting the same again. You will be able to find out more about others and their strengths, sometimes before even meeting them!</p>
<p>Session G Erin Ekman</p>	<p>Getting Accountability Right by Building a Feedback Culture</p> <p>Accountability & Feedback are essential for team and organizational performance and are some of the hardest behaviours and processes for teams and organizations to get right.</p> <p>You can blame it on the workload, a perceived lack of motivation or commitment, a generational gap, or a lack of care, but the truth is, an environment that lacks accountability is always paired with a lack of feedback.</p> <p>This session will explore the power of giving and receiving feedback— so you as a leader can create exceptional results on your teams and finally get accountability right. Greater accountability can increase revenue, decrease costs, successfully implement key initiatives, and transform culture.</p> <p>The session will cover:</p> <ul style="list-style-type: none"> • Why organizations and teams fail at creating cultures of accountability • How to give and receive tough feedback so you can experience collective results • How to create a Feedback Culture by shifting from 'Expert to Learner

June 13, 2023

<p>Plenary Keynote Rob Roach</p>	<p>Economic Outlook</p> <p>Join Rob Roach, Deputy Chief Economist for ATB, for an informative and interesting session to help school business leaders in their strategic planning and foresight.</p>
<p>Plenary Keynote Scott Campbell*</p> 	<p>It Seemed Like a Good Idea at the Time: <i>How to Avoid the Mind Traps That Lead to Bad Decisions</i></p> <p>The ability to make smart decisions is the most important skill a leader can possess. Decisions determine destiny.</p> <p>The human brain evolved for simpler times when the most important decisions involved figuring out ways not to be eaten by predators or be killed by neighboring tribes.</p> <p>Our brains developed instinctive ways of perceiving, thinking, and deciding that allowed our stone-age ancestors to survive and pass their genes on to us. Unfortunately, our brains haven't evolved much since then.</p> <p>The cognitive triumphs of the stone-age easily become cognitive traps in the information-age. All too often, without our realizing it, our brains distort information, make erroneous interpretations, and reach illogical conclusions. All of which lead to mediocre, or even disastrous, decisions.</p> <p>In this fascinating keynote, Scott will describe how your brain creates these cognitive traps, and demonstrate how they can wreak havoc in your decision-making.</p> <p>More importantly, he'll provide you with techniques designed to help you avoid these traps-equipping you to make smarter strategic decisions. Using concrete examples from a variety of industries, Scott will show you the power of these techniques and provide practical suggestions on how to implement them in your organization.</p> <p>The result? Smarter decisions.</p>
<p>Closing Keynote Jamie Mason Cohen*</p> 	<p>Saturday Night Leaders: <i>How to Solve the Problems Keeping Your Team Up Until 3AM</i></p> <p>Jamie Mason Cohen once worked in corporate entertainment for Lorne Michaels, the executive producer of Saturday Night Live. He applies sure-proof lessons and skills learned and inspired by the longest running show in US media history to the corporate world, and shows teams how they can adjust and thrive in a VUCA (volatile, uncertain, complex, and ambiguous) world.</p> <p>Structuring the in-depth interactive, high-content, practical, and humorous deep-dive keynote into seven parts, Cohen will get your audience thinking on their feet about how to solve the priority problems that are keeping them up until 3 AM.</p> <p>Each part of the experience represents a day of the week and a tangible step towards closing the gap between where they currently are and where they want to be. Key takeaways:</p> <ul style="list-style-type: none"> • How to work effectively, calmly, and efficiently under pressure in any business crisis. • Giving and receiving feedback that helps the team win without anyone feeling like they're losing. • Improvising innovative solutions under tight deadlines. • How to adopt a 'Saturday Night' mindset to adjust and manage uncertain and changing contexts <p>At the end of this keynote, your team will be energized, equipped and ready to yell: LIVE FROM YOUR WORK, IT'S SATURDAY NIGHT!</p>



Annual Leadership Conference & Expo

June 11-13, 2023

CONFERENCE PROFILE


ASBOA

 ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

ASBOA's Leadership Conference and Expo is our Signature event, bringing together 200 leaders working in Alberta's K-12 Education system.

Attendees are top decision-makers and influencers in a \$9 Billion sector, with a noble cause in working for children.

School business officials are the ones working behind the scenes, in the non-instructional side of school operations. Our audience includes senior leaders in finance, procurement managers, human resources, communications, transportation, technology, and facility management.

If you have an interest in becoming known and doing business within the education sector, the ASBOA Leadership Conference is your absolute best opportunity.

This is where you will be able to meet and speak with those who select or recommend vendors and service providers.

We invite businesses and organizations of all sizes to partake as a sponsor or vendor at our expo.

Sponsorship will guarantee heightened exposure and prominent opportunities to stand out.

Trade Expo Vendor Information

Expo vendors receive:

- ✿ 1 - 8' x 10' booth space with 750-Watt power outlet
- ✿ Free Wi-Fi
- ✿ 1 - 6' Draped table
- ✿ 2 - folding chairs
- ✿ 8' draped backdrop with 3' draped side drops
- ✿ Discounted hotel room rates at the Westin Calgary Airport Hotel

Expo Dates & Times

June 11, 2023

Set-up: 1-5 p.m.

Reception: 6 - 9 p.m.

June 12, 2023

Open 8:00 a.m.

Close 4:00 p.m.

Cost: \$1,525

Additional meal tickets
\$99 each

Inclusion in evening welcome reception – June 11, 2023

Hors d'oeuvres and beverages will be served from 6:00 p.m. - 9 pm. in the exhibitors' ballroom. Conference attendees will have the opportunity to network and connect with vendors while perusing booths.

Breakfast and lunch buffets June 12, 2023

Includes meals for 1 person; however additional meal tickets are available for \$100. Meals for up to 4 people are complimentary with Platinum and Presenting sponsorship levels.

****Expo booths are limited and fill quickly.****

Click here to
learn more
about
sponsorship

Click here to
book your
booth

Annual Leadership Conference & Expo

June 11-13, 2023

SPONSORSHIP LEVELS



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

PRESENTING PARTNER

1 available

- ✓ Prominent name and logo placement on all print & digital materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
 - Logo displayed on tables at dinner banquet
- ✓ **Free** vendor exhibit booth at trade expo (value \$1,525)
- ✓ Fruit/snacks on behalf of your company placed in attendees' hotel rooms at arrival
- ✓ Extended company profile and banner ad on conference APP homepage (EventMobi)
- ✓ Choice of appetizer food item available at your exhibit booth during evening reception
- ✓ 10-minute opportunity to present to the assembly at the opening of the conference
- ✓ Company profile page on conference APP
- ✓ Logo displayed on screen during awards banquet 5:1
- ✓ 4 x complimentary registrations to attend the Leadership Conference June 12 and 13, incl. 4 x complimentary dinner banquet tickets to "BBQ Bonanza" at the Calgary Zoo Conservatory, including evening entertainment
- ✓ Hotel room x 2 @ 2 nights at the Westin Calgary Airport Hotel during conference

\$12,000

PLATINUM

- ✓ Large name and logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ **Free** vendor exhibit booth at trade expo (value \$1,525)
- ✓ One appetizer food item available at your exhibit booth at evening reception
- ✓ Extended company profile and banner ad on conference APP homepage (EventMobi)
- ✓ Company profile page on conference APP
- ✓ Social media recognition through Linked In x 5
- ✓ 2 x complimentary registrations to attend the Leadership Conference

\$7,500

GOLD

- ✓ Logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ **½ price** vendor exhibit booth at trade expo (value \$750)
- ✓ Logo displayed on screen during awards banquet 3:1
- ✓ Company profile page on conference APP

\$5,000

SILVER

- ✓ Small logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ Company profile page on conference APP
- ✓ 15% discount on trade expo booth space
- ✓ Logo displayed on screen during awards banquet 2:1

\$2,500

BRONZE

- ✓ Name on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ Company profile page on conference APP
- ✓ Logo displayed on screen during awards banquet 1:1

\$1,250

Support in Kind

Looking to make your own unique contribution?

We would be glad to help promote your business with the following unique contributions:

- Large gift/prize for the ASBOA Award of Excellence winner (\$500)
- Bus transportation to/from the Calgary Zoo for the banquet dinner (\$1,100)
- Keynote speakers book for all attendees (\$1,500)
- Door prizes
- Promotional items (your branded swag)

Sponsorship benefits will align with the value of the donation

We value our sponsors and strive to provide preferred status and maximum exposure to decision-makers and conference attendees. We also offer the following to all our sponsors:

- ✓ All sponsors have VIP access to the welcome reception on June 11, 2023 at 6:00 p.m. to network and enjoy hors d'oeuvres. VIP Access includes 2 drink tickets per person, up to 3 people per party.
- ✓ Sponsors will be permitted to have promotional materials included in the attendees' welcome package.
- ✓ A special hotel room rate of \$169/night is available to all sponsors from June 10 -14, 2023.
- ✓ Sponsors who do not require booth space will receive a Westin/Marriot Gift Certificate of equal value.
- ✓ An Hors d'oeuvres station may be set up at your vendor booth to entice event attendees to visit and chat longer. Ask us for details.

[Click here to become An ASBOA Conference Sponsor!](#)