



ELEVATE

Explore. Engage. Experience.

22
Oct

- 9:30 AM** **Coffee/Mingling**
Crabtree Foyer
- 9:45 AM** **Welcome and Introductions**
Crabtree M14
- 10:00 AM** **Ron Buckle Presents: Keynote Speaker – Riaz Raihan**
Crabtree M14
- 11:00 AM** **Concurrent Workshops #1 :**
- Intro to Infographics**
Crabtree M3
 - 21st Century Communication**
Crabtree M10
 - People Skills**
Crabtree 202
- 12:00 PM** **Lunch**
Windsor Grand Hall
- 12:30 PM** **Alumni Panel**
Windsor Grand Hall
- 1:15 PM** **Concurrent Workshop #2 :**
- Personal Branding**
Crabtree 202
 - Financial Literacy**
Crabtree 223
 - Cross-Cultural Competency Session 1**
Crabtree M10
- 2:15 PM** **Snack Break**
Crabtree Foyer
- 2:30 PM** **Concurrent Workshops # 3 :**
- Digital Literacy**
Crabtree M2
 - Cross-Cultural Competency Session 2**

Crabtree M10
- 3:30 PM** **Gathering. Debrief.**
Crabtree M14
- 4:30 PM** **End of day – Thank you!**

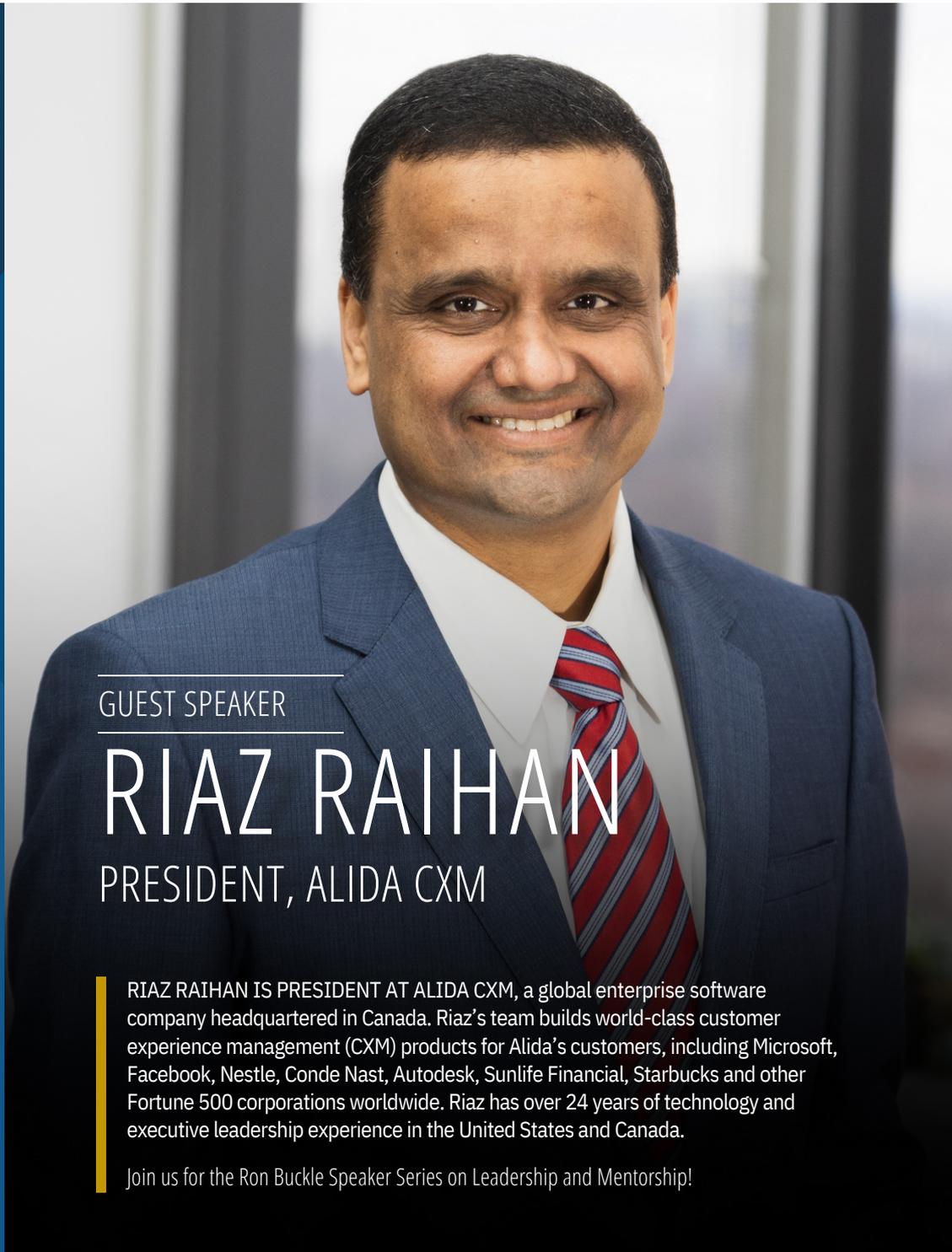


**Future
Launch**

KEYNOTE ADDRESS

Mount
Allison
UNIVERSITY

RON BUCKLE SPEAKER SERIES
ON LEADERSHIP & MENTORSHIP



GUEST SPEAKER

RIAZ RAIHAN

PRESIDENT, ALIDA CXM

RIAZ RAIHAN IS PRESIDENT AT ALIDA CXM, a global enterprise software company headquartered in Canada. Riaz's team builds world-class customer experience management (CXM) products for Alida's customers, including Microsoft, Facebook, Nestle, Conde Nast, Autodesk, Sunlife Financial, Starbucks and other Fortune 500 corporations worldwide. Riaz has over 24 years of technology and executive leadership experience in the United States and Canada.

Join us for the Ron Buckle Speaker Series on Leadership and Mentorship!

SATURDAY, OCT. 22 | 10 A.M.

CRABTREE M14

ELEVATE CONFERENCE 2022



INTRO TO INFOGRAPHICS

ELIZABETH STREGGER

Data and Digital Services Librarian
at Mount Allison University

Crabtree
M3

Infographics are everywhere, from social media to conference posters. Come to this session to learn best practices for design and data visualization, practice critiquing infographics, and find out about tools you can use to make your own.



21ST CENTURY COMMUNICATIONS WORKSHOP

ALEXANDRA CHAPMAN

Freelance Marketing Consultant

Crabtree
M10

Join Alexandra Chapman, (22') a recent Mount Allison Graduate to discuss personal branding and how to take control of your professional portfolio. As you move through your degree, it becomes more intimidating to figure out who you are in the business world, developing a personal brand can help build the confidence you need. Join Alexandra to talk about the first steps in creating a personal brand!



PEOPLE SKILLS WORKSHOP

ADAM PEABODY

Founder of Future of You Company

Crabtree
202

This interactive workshop will include tips on effective teamwork, conflict resolution, stakeholder management, and more. students will leave with the skills to help you build more meaningful connections.

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FINANCIAL LITERACY

NICOLAS GAGNON, HEATHER
FILLMORE, DONNA WELLS

Crabtree
223

Royal Bank of Canada

In this session, we will be joined by RBC team members for an informal conversation on financial literacy. By the end of this session, students have a stronger understanding of how to manage real-life financial scenarios, things to consider when looking to buy a house, investing and budgeting.

PERSONAL BRANDING WORKSHOP

NATALIE DAVIDSON

Co-Founder of Marrow Marketing

Crabtree
202

In this session, we were joined by branding expert, Natalie who will be leading a workshop where she teaches her model: The Integrated Brand. Each participant will have the opportunity to self-evaluate their own brand to identify areas for improvement and will leave with clarity around exactly what to do next when it comes to building a personal brand that becomes part of a lasting relationship with everyone it touches.

DIGITAL LITERACY

CRISTOBAL VASQUEZ

Enterprise Account Executive with Udemy

Crabtree
M10

Join this session to learn about the ongoing process of digital transformation, how it continues to shape the future of work, and what strategies can students implement to take advantage of its disruption as they enter the workforce. By the end of this session, students will have a better understanding of how to maximize, not only their value as a professional but their skills as a conscientious members of their home and community.



ELEVATE CONFERENCE 2022



Session 1: Through the Looking Glass - Understanding and Dismantling Unconscious Bias

This workshop is designed to help you understand the term "unconscious bias", why it's harmful, and what you can do to examine your own biases. Participants will understand about and how their own biases can affect those around them and develop an understanding of how unconscious bias can create disparity in the work place. The session will reference Canada's Human Rights Code and labour standards - all through a post-colonial lens.

Session 2: It Begins with Me: Championing an Inclusive Workplace

Our workplaces can sometimes be a reflection of society. As a new professional, it will be important for you to understand social and cultural dynamics in order to adapt to and contribute to your work environment. These include (but are not limited to) race/ethnicity, sexuality, gender identity, religion, ability and more. This session is designed to help you identify your positionality in society and empower you to advocate for a more inclusive environment. We will discuss this by referencing Canada's Human Rights Code and labour standards - all through a post-colonial lens.

CROSS-CULTURAL COMPETENCY

DANAI BÉLANGER

International Student
Advisor at Memorial
University of
Newfoundland and
Labrador

Crabtree
M2

ALUMNI PANEL

Each alumni has a diverse background and array of knowledge that has led them to be experts in their respective fields. This young alumni panel is excited to talk with students all about life after Mount Allison and discuss the world of work post-pandemic.

Joining us will be:

- Annie Camp** - Marketing Coordinator at Senators Sports & Entertainment
- Lia Massoeures** - Research Coordinator for the Soillse Prostate Cancer Quality of Life Research Lab
- Kindy Houinato** - Group Underwriter at Medavie Blue Cross
- Jon Ferguson** - Public Health Agency of Canada - Centre for Emergency Response

Windsor
Grand Hall



Thank You!

RBC FUTURE LAUNCH!

**TAKE ADVANTAGE OF ALL
ELEVATE HAS TO OFFER!**

 Book your One-on-One Career
Advising & Resume Support

 Check out our Moodle page

 Elevate Winter 2023
Programming

Professional Communications (January)

Interviewing & Networking (February)

Skill Development (March)

**COMPLETE THE ELEVATE PROGRAM FOR THE
CHANCE TO WIN ONE OF THREE \$500 BURSARIES!**