

# the corporate state vancouver

a women's ceo and senior management summit 2012

May 1, 2012

Four Seasons Hotel, Vancouver

## AGENDA:

**8:00 – 8:45 AM** REGISTRATION & CONTINENTAL BREAKFAST

**8:45 – 9:00 AM** WELCOME

### MORNING KEYNOTE SPEAKER:

**Dr. Sherry Cooper**

Executive Vice President & Chief Economist  
BMO Financial Group

### MORNING ROUNDTABLE TOPICS:

**9:45 AM – 10:45 AM** *Meaning: A New Emerging Ethic*

The cry has gotten louder for accountability, transparency, and giving back in the deepest practical ways. Feeling good no longer tops the charts. It is giving way to a need for practical, tangible and recognizable “benefit” to what we do, buy, and support.

**11:00 AM – 12:00 PM** *Leadership: Brain Research or Bias?*

Through neuroscience, we are discovering new information about emotions, brain chemistry and social skills in the workplace. Genetic data may provide new clues to the ways in which we receive and process feedback and connect to others.

**12:00 – 1:30 PM** LUNCHEON

### LUNCHEON KEYNOTE SPEAKER:

**Kathleen Taylor**

President & CEO  
Four Seasons Hotels & Resorts Ltd.

### AFTERNOON ROUNDTABLE TOPICS:

**1:45 – 2:45 PM** *Stressed For Success*

Companies are finding it more important than ever before to pay attention to the psychological health of their organizations, employees, and leaders. Stress management takes a new turn when considering travel cross-borders, motivation and competition.

**3:00 – 4:00 PM** *Social Media and Digital Marketing Hungry!*

We are about to go where no man (and woman) has gone before! The tip of the social media and digital marketing iceberg has only just emerged. The learning curve is steep but the opportunity vast.

**4:15 PM** CLOSING REMARKS & COCKTAIL RECEPTION