

# Rethink Virtual Conference Session Descriptions



**11:00AM – 11:10AM**

## **BDO's digital journey**

*Speaker:* Pat Kramer

The lockdown forced businesses to adopt technology and transform overnight. Digital transformation is now top of mind for every leader. We will discuss BDO's commitment to digital transformation and how we are helping businesses across Canada transform.

**11:10AM – 11:30AM**

## **Unlocking your success through digital transformation: Learnings from the mid-market**

*Speaker:* Malcolm Cohron, *National Digital Transformation Leader, BDO US*

Based on the recent BDO survey, we will uncover the success factors for a digital transformation roadmap. We will explore how mid-market executives can harness the power of technology to increase their company's resilience and agility, become more competitive, and make smarter business decisions.

**11:30AM – 12:00PM**

## **Seizing opportunity through AI**

*Speakers:* Bill Syrros, *CEO, Lixar*

What is the recovery and growth outlook for your industry? Using predictive AI, watch Lixar's data scientists show the recovery and growth rates for Canada and several specific industries. They will walk you through an interactive dashboard that will provide insights for your business and explain how you can use this data to plan.

**12:00PM – 12:15PM**

## **Break**

Connect with mid-market executives and owners to learn more about how their business is evolving in this new landscape.

Visit our virtual booths for a chance to learn how these products and services can help revolutionize your digital business challenges.

**12:15PM – 12:45PM**

## **Changing consumer behaviour and your business**

*Speaker:* Walter Flaar, *Chief Data Office, Dentsu Data Labs*

Shopping habits, buying preferences, as well as online usage has changed significantly during COVID-19. Hear from Dentsu Data Lab researchers as they uncover the new consumer behavior trends and the impact it will have moving forward.

**12:45PM – 1:15PM**

## **Leading through turbulence: Fireside chat with David Patchell-Evans, CEO, Goodlife**

*Speakers:* David Patchell-Evans, *CEO, Goodlife*; Deann Young, *Director, People Advisory*

Strong leadership is tested during hard times. Today's leaders have never faced a global pandemic, recession, and employment mental health issues concurrently. Listen to David "Patch" Evans who will share their experience through the pandemic and the steps they took to lead through turbulence.

**1:15PM – 2:00PM**

## **Break**

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**2:00PM – 2:45PM**

## **Industry breakout session 1**

**2:45 – 3:30**

## **Industry breakout session 2**

**3:30 – 3:50****Break**

Connect with mid-market executives and owners to learn more about how their business is evolving in this new landscape.

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**3:50PM – 4:20PM****Enhancing your culture while scaling your growth**

*Speaker:* Travis Dutka, *Culture Curator, 360Insights*

Growing at a fast pace while ensuring employee morale can be challenging. Learn more about the strategies used to engage employees at a high growth firm and the technologies they leverage to help manage the workforce.

**4:20PM – 4:30PM****Bringing it all together**

*Speaker:* Pat Kramer

Closing remarks and an overview of key takeaways from the conference.

## Industry Sessions



### Technology

**SESSION 1****2020: Industry views on what's next in tech and life sciences**

Technology and Life Sciences is one of the fastest growing and most dynamic sectors in the Canadian economy—the industry is already leading the first-wave recovery. Our panel considers emerging industry trends and answers participants' questions about the future of tech.

*Moderators:* Jamie Barron, *Partner, BDO Canada*; Matthew Harrison, *Partner, BDO Canada*

*Speakers:* Raymond Luk, *Founder and CEO, Hockeystick*; Luke Sheen, *Executive Director, Halo Health*

**SESSION 2****Scalable and saleable: A panel discussion on the top priorities for tech companies**

How to find the right people, communicate your true value, and strategize for growth that's sustainable: Our panelists answer questions about everything from tax to due diligence.

*Moderator:* Michael Hiley, *Partner, BDO Canada*

*Speakers:* Harry Chana, *International Tax Practice Leader and Transition Tax Leader, BDO Canada*; Kelly Johnstone, *Partner, BDO Canada*; Daniel Ma, *Partner, BDO Canada*; Sunil Sharma, *Managing Director, Due Diligence Advisory Services, BDO Canada*



### Retail

**SESSION 1****From bricks to clicks: What's in the mind of the consumer?**

The way people shop, eat, and access services has drastically changed. Our panel will discuss how consumer behaviour has changed—will continue to change—and what retailers and restaurant owners can do next. We'll address new health and safety realities, the impact on the customer experience, and how these things differ for urban and suburban businesses.

*Moderator:* Lyn Little, *Partner & National Franchise Industry Leader, BDO Canada*

*Speakers:* Chris Elliott, *Chief Economist, Restaurants Canada*; Michael Lang, *Founder and Host of The Voice of Retail, M.E. LeBlanc & Company*

**SESSION 2****Reimagining retail: How to build resilience for long-term growth**

After COVID-19, it's imperative to focus on resilience and growth. In this session, our panel will discuss how retailers and restaurant owners can reinvent their business to enhance the customer experience, reduce costs, and generate new streams of revenue.

*Speakers:* Matthew Sturges, *Partner & Leader, Outsourcing Services, BDO Canada*; Michael Astone, *Senior Manager, M&A and Capital Advisory, BDO Canada*; Greg Lloyd, *Director, Strategy & Operations, BDO Canada*



## Manufacturing

### SESSION 1

#### Margin improvement: How to navigate added costs and shrinking revenues

Manufacturers are seeing a number of factors eroding their margins: PPE, additional cleaning supplies, and reduced line capacity among them. Our panel will discuss the different ways increasing costs and shrinking revenues are affecting business, and how procurement and technology strategies can help alleviate challenges. Lixar AI will also discuss how a client saw an increase in profitability using predictive analysis.

*Moderator:* Matthew Wilson, *Manufacturers & Exporters*

*Speakers:* David Linton, *Partner, National Manufacturing & Distribution Industry Leader*; Harry Lake, *Partner*

### SESSION 2

#### Invest or divest: From expanding to exiting

Manufacturers are at a crossroads: 2020 has left them either thriving and wanting to fuel the momentum, or struggling and starting to cut back. Our panel will discuss approaches to funding and financing for new investments, new technology to grow your floor, and building a business plan to map it all out. We'll also address government incentives, divestiture, and when to consider selling the business.

*Moderator:* PE firm

*Speakers:* Jamie Windle, *Partner, National Private Equity Leader*; Bernard Cormier, *Partner, Eastern Canada Leader – Corporate Finance*; Paul Boucher, *Partner, SR&ED and Government Incentives*; Craig Mulcahy, *Partner, SR&ED and Government Incentives*; Matt Ambrose, *Partner, Technology Advisory Services*



## Real Estate & Construction

### SESSION 1

#### Addressing the changing real estate landscape

Canada's real estate industry is facing a perfect storm of change. The coronavirus pandemic, evolving work and housing trends, and disruptive technologies have created pressures like never before. To prepare for these implications, we review the knock-on effect of the virus on real estate and explore how companies can position their portfolios for the future.

*Moderator:* Jameson Bouffard, *National Real Estate Leader, BDO Canada*; George Dube, *National Construction Leader, BDO Canada*

*Speakers:* Stefan Teague, *Managing Director, Cushman Wakefield*

### SESSION 2

#### Construction Technology (ConTech): Enabling innovation through construction technology

How can Canada's construction industry make sense of current trends and plan for the future? It involves making bold digital steps to transform their business, staying relevant for years to come. In this session, we examine how enabling innovation can help construction companies accelerate growth, neutralize threats, and future-proof their business in times of change.

*Speakers:* Kyle Hulme, *National Leader, Digital Strategy, BDO Canada*; Canadian Construction Association

To learn more about the conference or if you have any questions, contact:

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### ABOUT BDO

BDO is a leading provider of professional services to clients of all sizes in virtually all business sectors. Our team delivers a comprehensive range of assurance, accounting, tax, and advisory services, complemented by a deep industry knowledge gained from nearly 100 years working within local communities. As part of the international BDO network, we're able to provide seamless and consistent cross-border services to clients with global needs.

Assurance | Accounting | Tax | Advisory

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