



BUSINESS FORUM

December 4 & 5, 2023

**Holiday Inn & Suites
Edmonton Airport - Conference Center
1100 4 St, Nisku, AB T9E 8E2**



ASBOA



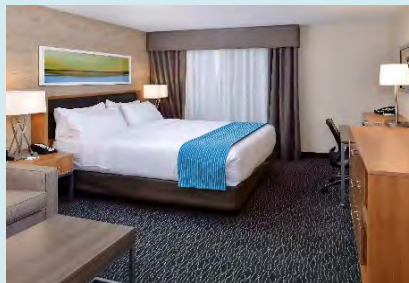
REGISTRATION

	EARLY BIRD	AFTER Oct. 31
Certified Member (CSBO)	\$450	\$485
Regular Member	\$490	\$575
Non-Member	\$525	\$595

[REGISTER HERE](#)



LOCATION & ACCOMODATIONS



Holiday Inn & Suites Edmonton Airport - Conference Center
1100 4 St, Nisku, AB T9E 8E2

- Eclipse Restaurant & Lounge on site
- Fitness centre + swimming pool
- Business centre
- Executive Club Level
- Free parking
- Free airport shuttle available

We secured an incredible room rate at \$119 - \$130 per night. Book early!

[BOOK HOTEL HERE](#)



FOOD

Registration includes full hot breakfast x 2 days, coffee break & light snacks, and hot lunch x 2 days.

Day 1 lunch: *Fajita Bar, salads, desserts, tea, coffee, soft drinks*

Day 2 lunch: *Pasta Delight, salads, desserts, tea, coffee, soft drinks*

PROGRAM – Program details are still being finalized.

Sun. December 3

6:00 p.m. - 7:00 p.m. Registration open

Mon. December 4

7:30 a.m. Breakfast and Registration open

8:45 a.m. Welcome Minister of education has been invited.

9:15 a.m. **Building a Future-Ready Workforce in an Empty Planet**
Dr. Darrell Bricker, CEO Ipsos Research

10:15 a.m. Break

10:30 a.m. **Inside Santa's Workshop: Inside the Government Correspondence Office**
Carissa Halton, Halton Strategic

11:45 a.m. Lunch and networking

1:00 p.m. Option 1 **Honing our Asks: Letter Writing to Make an Impact**
Carissa Halton, Halton Strategic

Option 2 **Oops, did I do that? The Ins and Outs of Data Breaches**
Office of the Information and Privacy Commissioner

2:30 p.m. Break

2:45 p.m. Option 1 **Trustee Recall Legislation**
Alberta Education - Business Operations and Stakeholder Support Branch

Option 2 **Legalities in Emerging Technology and Generative AI**
Field Law

4:00 p.m. End of Day

Tues. December 5

7:30 a.m. Breakfast

8:45 a.m. Welcome

9:00 a.m. **Growing up Digital: The Impacts of Generative AI and Media Use in Education**
Dr. Jason Daniels

10:30 a.m. Break

10:45 a.m. Option 1 **Engagement with Alberta Education – Info session and World Café**
Financial Services and Capital Planning Division

Option 2 **Risk-Informed Human Resources**
Bob Stenhouse, Veritas Solutions

12:30 p.m. Lunch and departure

Session descriptions coming soon!

FEATURED SPEAKERS



OPENING KEYNOTE

DARRELL BRICKER

Global CEO, Public Affairs, IPSOS Research

Topic: Building a future-ready workforce in an empty planet

Having worked in executive positions for both the Angus Reid Group and Ipsos Public Affairs, Bricker is considered a strong voice and respected authority in Canadian and global polling research.

He specializes in polling, quantitative research methods and public opinion research, and provides strategic advice to clients within the public, corporate and not-for-profit sectors.

He is a regular commentator on public affairs for Reuters News, Global TV, CTV Canada AM, CTV National News, CTV NewsNet and CBC NewsWorld, and has also written for the Institute for Research on Public Policy, the Fraser Institute and The Globe and Mail.

In his past roles, Bricker worked within the Prime Minister's Office as the director of public opinion research and has been further involved as a consultant for clients within public and private sectors. Darrell has also lectured at the Rotman School of Management, the Canadian Forces College, Carleton University and Wilfrid Laurier University in the areas of political science, public policy and advanced research methods.

Bricker earned a Ph.D. in political science from Carleton University, and received an honorary doctorate of laws from Wilfrid Laurier University. Bricker was also named a Social Sciences and Humanities Research Council Doctoral Fellow and recognized in 2011 as one of Wilfrid Laurier University's Top 100 Graduates in the last 100 years. He was further recognized by Carleton University in 2016 as one of their top 75 public affairs graduates in 75 years.

Darrell is a passionate supporter of Canada's military. In addition to being the Honorary Colonel for the Queen's York Rangers, he is a member of Canada Company, an organization that raises funds to support the families of Canada's soldiers. Darrell is also on the campaign cabinet for Fort York, Toronto's oldest military facility. In recognition of his support to Canada's military, he was awarded a commendation by the head of the army.

Bricker has co-authored several bestselling books including:

- *Empty Planet: The Shock of Global Population Decline* (with John Ibbitson)
- *Next: Where to Live, What to Buy*,
- *Who Will Lead Canada's Future* - nominated for the Canadian Business Book of the Year.
- number one Canadian bestseller - *The Big Shift: The Seismic Change in Canadian Politics, Business, and Culture and What It Means for Our Future* (with John Ibbitson);
- *Canuckology* (with John Wright);
- *What Canadians Think About Almost Everything* (with John Wright)
- *Searching for Certainty* (with Ed Greenspon).

FEATURED SPEAKERS



DR. JASON DANIELS

Asst. Professor/Researcher Concordia University of Edmonton (CUE)

Dr. Daniels has a background in research in cognitive development and has extensive experience doing research and evaluations related to a broad range of topics, including the effective use of technology in education, the impact of media use on child development, student engagement, and examining human development.

Prior to working at CUE, Dr. Daniels worked at the University of Alberta for 16 years where he was a faculty member and research associate with the Community-University Partnership for the Study of Children, Youth, and Families at the University of Alberta.

He has done extensive work and research for the governments, including Alberta Education, and has written a myriad of research papers and articles on the subject of technology and its impacts.

Dr. Daniels will share the results of his research over the years, and provide insight into where the future is headed and how we can help students succeed in the technology age.



CARISSA HALTON

Principal, Halton Strategic

Carissa Halton is an Alberta-based writer, speaker and facilitator. She works with teams from a broad-range of sectors to develop strategic plans as well as communication and government relations strategies.

A strong advocate for inclusive and collaborative communities, she never believed she would work inside government until 2015 when she served as the Premier's Director of Correspondence, listening in on social media, email and by phone to the concerns of Albertans. She also served as Chief of Staff to Alberta's Minister of Seniors and Housing, a crash course in government relations, stakeholder management, federal-provincial partnerships, and the internal workings of policy development. While she is passionate about good public policy, she is a storyteller at heart.

Her byline has appeared in Today's Parent, Alberta Views, Postmedia newspapers and her debut book, Little Yellow House: Finding Community in a Changing Neighbourhood, was a finalist for the 2019 Edmonton Book Prize. She lives in Edmonton with her husband and three school-aged kids.

More speaker bios coming soon!