



PROGRAM-AT-A-GLANCE

Here's what's scheduled for the conference so far (subject to change).
Check back often for new program details.

Tuesday, February 6, 2024

- 1:30-3:30 p.m. **Preconference Workshop, Ontario Investment and Trade Centre, 35th Floor, Toronto**
Beginners guide to effective funding proposals
The Pre-conference Workshop will precede the EDCO Conference and Showcase (February 6-8) to help maximize the professional benefits from limited travel budgets. Please note that registration to this event is separate and not included in the conference registration fee.
Registration:
EDCO members: \$25 (+hst)
Non-members: \$50 (+hst)

Click [HERE](#) to register.
- 4:00-6:00 p.m. Registration Opens! (Base of Escalator, Lower Concourse / Grand Ballroom Foyer)
- 2:00-6:00 p.m. Showcase set-up
- 4:30-5:30 p.m. **EDCO Ice Breaker Mix & Mingle:** Marriott Downtown at CF Toronto Eaton Centre, Lobby Lounge.
- 6:00-8:00 p.m. **Opening Reception:** Toronto Reference Library, 789 Yonge Street, Toronto
Presented by



7:15 a.m. Registration Opens
Hot Breakfast (*Base of Escalator, Lower Concourse / Grand Ballroom Foyer*)
Presented by



8:00 a.m. Early Bird Breakfast and Learn: **Enabling Growth in Ontario's Energy Transition**
Presented by



8:30 a.m. **EDCO Annual General Meeting (EDCO Members Only) (Grand Ballroom)**

9:15 a.m. Conference Opening and Welcome (*Grand Ballroom*)

9:25 a.m. **Traditional Blessing and Land Acknowledgement:** Garry Sault, Ojibway Elder for the Mississaugas of the Credit First Nation

9:45 a.m. **Opening Keynote Presentation:** Shawn Kanungo, Partner, Queen & Rook: *The Great Reimagination*
Presented by



10:45 a.m. Health Break in Showcase + Knowledge Pods (*Trinity Ballroom, Bay*)
Health Break Delivered by



10:50–11:10 a.m. **KNOWLEDGE POD (Bay)**
Drive Economic Growth with Digital Tools and Website Design Strategies
Presented by



11:30 a.m. **Concurrent Workshops**

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| i. Empowering Rural Ontario: Fostering Diversity, Equity and Inclusion for Sustainable Economic Development (<i>Salon A/B</i>) |
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ii. Economic Developers = Jack of all Trades + Sustainability Experts? *(Salon C/D)*

Presented by



iii. Investment Evaluation on the Back of a Napkin *(York A/B)*

12:30 p.m.

Lunch *(Grand Ballroom)*

Presented by



1:15–1:35 p.m.

KNOWLEDGE POD *(Bay)*

Leverage the Ontario Immigrant Nominee Program to hire and retain skilled foreign workers in Ontario

Presented by

Ministry of Labour, Immigration, Training and Skills Development



1:45 p.m.

Concurrent Workshops

i. Immersive Horizons: Navigating Economic Growth with AR, VR, and AI *(Salon A/B)*

Presented by



ii. Innovate to Elevate: Best Practices for Sector Development *(Salon C/D)*

Presented by



iii. What have you done for me now? *(York A/B)*

3:00 p.m.

Health Break in Showcase + Knowledge Pod *(Trinity Ballroom, Bay)*

Health Break Delivered by



3:05–3:25 p.m. **KNOWLEDGE POD** (*Bay*)
Brand Building and Communication with Digital Media: Getting noticed in an increasingly cluttered digital world
Presented by



3:30 p.m. **Plenary Presentation:** Investment Attraction “Ask the Expert” (*Grand Ballroom*)
Presented by



4:45 p.m. Program ends for the day

4:45–6:15 p.m. **Feast On® Reception** (*Grand Ballroom Foyer*)
Presented by



Thursday, February 8, 2024

7:30 a.m. Registration Opens
 Hot Breakfast (*Base of Escalator, Lower Concourse / Grand Ballroom Foyer*)
Presented by



8:00 a.m. Early Bird Breakfast and Learn: **Municipal Community Insights Breakfast Trivia!**
Presented by



8:30 a.m. Conference Opening and Welcome (*Grand Ballroom*)

8:35 a.m. **Plenary Presentation: Bright Ideas Competition**

9:30 a.m. **Concurrent Workshops**

i. Attracting and Retaining Talent (<i>Salon A/B</i>)
ii. The Pivot: How to adapt policies, procedures and project management when dealing with a sudden change of context (<i>Salon C/D</i>)
iii. Business Retention in an Automated World! (<i>York A/B</i>)

10:45 a.m. Health Break in Showcase + Knowledge Pod (*Trinity Ballroom, Bay*)
Health Break Delivered by



10:50-11:10 a.m. **KNOWLEDGE POD (*Bay*)**
Shine a SPOTLIGHT on your Community!
Presented by



11:30 a.m. **Concurrent Workshops**

i. Crafting the Perfect Pitch to Site Selectors, Businesses and Talent (<i>Salon A/B</i>)
ii. The Bentway works “to ignite the urban imagination”, using the city as site, subject, and canvas (<i>Salon C/D</i>)
iii. Power up! Learn how to use the new Ontario ZoomProspector web tool for investment attraction, business support & place marketing (<i>York A/B</i>) Presented by  

12:30 p.m. **Lunch (*Grand Ballroom*)**


1:15-1:35 p.m. **KNOWLEDGE POD (*Bay*)**
My Main Street: Data-Driven Community Economic Development
Presented by



1:45 p.m. **EDCO Scholarship: Announcement**

2:00 p.m. **Plenary:** Fireside Chat with The Honourable V. Fedeli, Minister of Economic Development, Job Creation and Trade
Moderator: Brooks Barnett, Manager, Economic Development Policy, Amazon
Presented by



- 2:45 p.m. Health Break & Coffee (*Grand Ballroom Foyer*)
Delivered by

- 3:00 p.m. **Closing Plenary** (*Grand Ballroom*): THE Ultimate in CollaboratiON!, Daveed Goldman and Nobu Adilman (AKA “DaBu) Choir! Choir! Choir!
- 4:00 p.m. Closing Remarks
- 4:05 p.m. **Program ends**
- 5:30 p.m. President’s Reception (*Grand Ballroom Foyer*)
- 6:30-9:30 p.m. President’s Dinner and Awards of Excellence (*Grand Ballroom*)
Emcee: Dave La Fame, Award winning tribute artist
Get ready to celebrate the “stars” of Ontario’s economic developer community at EDCO’s “Oscar” Night!
- 9:30-11:30 p.m. President’s EDCO’s “Oscar” After Party Celebration (*Grand Ballroom*)
Plan to stay for the EDCO “Oscars” After Party and continue to celebrate with colleagues! **DJMike** will be on hand to keep the party going! Everyone at the party will receive a complimentary drink ticket.