

**Day 1 Itinerary: Monday, April 14, 2025 (8:00 am – 4:30 pm)**

*Hosted by the Huron County Economic Development Department. Sponsored by the County of Huron.*

Updates will happen throughout the day providing opportunities for the Economic Development Department and our Municipal Partners to celebrate successes and speak to future plans.

All Day Art Gallery	<b>Trade Show</b>
8:00-9:00am Lower hall	<b>Registration and Networking</b>
9:00-9:20am Festival Theatre	<b>Welcome and Introductions</b>
9:20-10:20am Festival Theatre	<b>It's NOT the End of the World</b> <i>Presented by Brock Dickinson, MA, Ec.D (F)</i> We just survived a global pandemic, a workforce shortage, and a round of high inflation, so what could be next? How about tariffs, trade wars, and Trump 2.0? And maybe we'll throw in a few worries about A.I. as well...Just when we think we're getting a handle on things, the world seems intent on giving us something else to worry about. Entrepreneur and economic development strategist Brock Dickinson is here to reassure us that it's not the end of the world! Through stories, humour and practical examples, he'll help us understand how companies, communities and individuals can survive and even thrive amidst the chaos.
10:20-10:50am Lower Hall	<b>Break</b>   <i>Refreshments provided by Homegrown</i>
June Hill Room   Side Stage	
10:50-11:50am Festival Theatre	<b>Storytelling Keynote</b> <i>Presented by Brad Turner, Film and Television Director</i> Details TBC.
11:50-12:15pm Festival Theatre	<b>Ontario's West Coast – Tourism Outlook 2025</b> <i>Presented by Rick Sickinger, Huron County Economic Development Officer</i> An overview of new tourism programs and projects and destination marketing initiatives for Huron County in 2025.
12:15-1:15pm Festival Theatre	<b>Lunch and Networking</b>   <i>Food provided by Homegrown</i>
1:15-2:15pm Festival Theatre	<b>Top 5 Digital Marketing Trends: The Future of Storytelling</b> <i>Presented by Emily Baillie, Compass Content Marketing</i> Stay ahead of the curve with the biggest digital marketing trends shaping 2025 and beyond. In this dynamic session, we'll dive into AI-driven automation, emerging social platforms, the power of video marketing, and more.

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	<p>What you'll learn:</p> <ul style="list-style-type: none"> <li>• How AI is revolutionizing marketing and content creation</li> <li>• The latest social media shifts and how to adapt</li> <li>• Video marketing strategies that captivate audiences</li> <li>• Practical tips to future-proof your brand</li> </ul> <p>Walk away with actionable strategies to leverage AI, create standout content, and navigate digital change with confidence. Whether you're a seasoned marketer or just getting started, this session will give you the tools to thrive in the ever-evolving digital landscape.</p>
<p>2:15-2:45pm Lower Hall</p>	<p><b>Break</b>   <i>Refreshments provided by Homegrown</i></p>
<p>2:45-4:15pm</p>	<p><b>Breakout Sessions:</b></p>
<p><b>1) AI for Small Business: Hands-On Workshop – Lower Hall</b>  <i>Presented by Emily Baillie, Compass Content Marketing</i></p> <p>Ready to take your business to the next level with AI? This interactive, beginner-friendly session will show you how artificial intelligence can enhance productivity, streamline tasks, and drive business growth. With live demos, activities and real-world examples, you'll walk away with practical skills you can apply immediately.</p> <p>What You'll Learn:</p> <ul style="list-style-type: none"> <li>• What AI is and how it works</li> <li>• Practical ways to use AI in your business</li> <li>• ChatGPT and essential AI tools for small businesses</li> <li>• How to write effective AI prompts</li> <li>• Common mistakes to avoid</li> </ul> <p>Bring your laptop or phone for hands-on learning!</p> <p><b>2) How to Use Data to Tell Your Story – Art Gallery</b>  <i>Presented by Serena Viola, Ministry of Rural Affairs and Chris Watson, Huron County Economic Development Officer</i></p> <p>Unlock the power of data to elevate your storytelling! This dynamic session takes you on a journey—from newly available, easily accessible Huron County data to advanced datasets from the Ministry of Rural Affairs, and finally, a deep dive into cutting-edge AI tools. Whether you're a beginner or a seasoned data scientist, you'll discover practical ways to harness free data and services to make informed decisions and drive impact. Perfect for municipal employees and non-profit organizations, this is your chance to explore, learn, and innovate with data!</p> <p><b>3) Top 5 Mistakes Sellers Make + How to Avoid Them – Festival Theatre</b>  <i>Presented by Tina Bax, Exit Strategist</i></p>	

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Thinking of selling your business someday? Avoiding common pitfalls can make the difference between a smooth, profitable exit and a stressful, costly, disappointing one. In this engaging workshop, Exit Strategist Tina Bax reveals the five biggest mistakes sellers make—missteps that can delay deals, reduce value, and deter buyers. Learn how to position, price, and prepare your business for a successful sale, whether you're planning to exit soon or simply want to be ready when the time is right.

4:15-4:30pm  
Lower Hall

**Wrap Up**

**Day 2 Itinerary: Tuesday, April 15, 2025 (8:00 am – 4:00 pm)**

*Hosted and Sponsored by Community Safety and Well Being (CSWB) for Huron and the County of Huron.*

Members of the CSWB Oversight Committee and Municipal Working Group will be available throughout the day. Feel free to connect with them to share insights, ask questions, or engage in meaningful conversations about community safety and well-being in Huron.

All Day Art Gallery	<b>Trade Show</b>
8:00-9:00am Main Lobby	<b>Registration and Networking</b>
9:00-9:20am Festival Theatre	<b>Welcome and Introduction to CSWB for Huron</b>
9:20-10:20am Festival Theatre	<p><b>CSWB Panel</b> Join us as we explore how building a more connected community can transform lives and support well-being for everyone.</p> <p><b>Part 1: Safe and Thriving Communities: An Integrative Approach to Safety and Well-Being</b> Part 1 will dive into how communities in Huron can unite to prioritize safety and well-being through dynamic cross-sector collaboration. Our expert panelists will share innovative proactive strategies, highlight vital resources and supports, and explore powerful approaches to building stronger, more connected communities where every individual feels truly supported.</p> <p><b>Part 2: Building Bridges: The Power of Social Connection for Better Health</b> Part 2 will shine a spotlight on the powerful impact of social connections on our health and well-being. Our expert panelists will dive into the incredible benefits of strong relationships and share actionable strategies to cultivate deep, meaningful connections.</p> <p><i>Moderated by Colin Carmichael, Huron Chamber of Commerce</i> <i>Panelists:</i></p> <ul style="list-style-type: none"> <li>• A/Insp. Ryan Olmstead, Huron OPP</li> <li>• Marg Anderson, Co-Chair of CSWB Oversight Committee</li> <li>• Brad McRoberts, CAO, Huron East</li> <li>• Lynn Higgs, VP Clinical Services / Chief Nursing Executive, Alexandra Marine and General Hospital</li> <li>• Pam Somers, Chair, Immigrant Advisory Council</li> <li>• Laura O’Rourke, Public Health Promoter, Huron Perth Public Health</li> <li>• Kristin Crane, Director, Community Impact and Research, United Way Perth-Huron</li> </ul>

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10:20-10:50am Lower Hall / Gallery	<p><b>Break</b>   <i>Refreshments provided by The Blyth Inn</i></p> <p><b>CSWB for Huron:</b> Learn more about CSWB in Huron and meet members of the Oversight Committee and Municipal Working Group.</p>
10:50-11:50am Festival Theatre	<p><b>Morning Keynote</b> <i>Presented by Pete Bombaci, Founder and CEO, GenWell</i> <i>Sponsored by Bruce Power</i> Details TBC.</p>
12:15-1:15pm Lower Hall	<p><b>Lunch and Networking</b>   <i>Food provided by The Blyth Inn</i></p>
1:15-2:15pm Festival Theatre	<p><b>Strengthening the Foundation of Rural Communities</b> <i>Presented by Gwen Devereaux, Gateway Centre of Excellence in Rural Health (CERH)</i> In this dynamic session, attendees will learn about the impactful work being done to enhance the well-being of rural communities and the evolution of Gateway CERH over the past 16 years. Focused on improving the health of rural residents, their mission is driven by research, education, and communication. You will be introduced to key initiatives such as Brave-F, Farmer Well-Being and Safety, SHED Talks, and learn how these projects are making a real impact and improving lives in rural communities.</p>
2:15-2:45pm Lower Hall / Gallery	<p><b>Break</b>   <i>Refreshments provided by The Blyth Inn</i></p> <p><b>CSWB for Huron:</b> Learn more about CSWB in Huron and meet members of the Oversight Committee and Municipal Working Group.</p>
2:45-3:45pm	<p><b>Breakout Sessions:</b></p> <ol style="list-style-type: none"> <li><b>1) Safer Communities: Proactive Policing – Art Gallery</b> <i>Presented by Huron OPP</i> We all dream of safer, stronger communities. Join the Huron OPP for an informative breakout session focused on community safety and effective policing strategies – including CAMSafe, Crime Prevention Through Environmental Design (CPTED), and Mobile Crisis Response Team (MCRT). This session will provide practical tools and resources to help enhance collaboration between residents, enforcement, and community partners to foster a safer environment for all.</li> <li><b>2) TBC – Festival Theatre</b></li> <li><b>3) Using Humour, Laughter and Fun to Energize the Workplace – Lower Hall</b> <i>Presented by Dr. Cranla Warren, Organizational Psychologist</i> Laughter isn't just good for the soul—it's great for business! In this engaging and interactive session, we'll explore how humour, fun, and laughter can buffer stress, promote connection, mental health and well-being, and enhance productivity. Get ready for a lively session filled with practical strategies, real-world examples, and a few good laughs along</li> </ol>

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the way. Walk away with fresh ideas to create a more positive and connected work environment—because work should feel good!

**4) Rural Resilience in Action: Building on Strength for a Thriving Future – Blyth Legion**

*Presented by Dr. Leith Deacon, Associate Professor in Rural Planning and Development, University of Guelph and Chair of Gateway CERH Rural Resiliency*

Rural communities and agricultural producers have long demonstrated resilience in the face of economic shifts, weather extremes, and evolving industry demands. This workshop recognizes the strength and adaptability that already exist in these communities and explores ways to build on these foundations for an even more sustainable and prosperous future. Through case studies, discussion, and practical strategies, we will examine how producers and rural leaders can leverage their existing resilience to navigate emerging challenges, from climate variability to market fluctuations. The session will highlight opportunities for innovation, collaboration, and proactive planning to ensure continued success in agriculture and rural economies.

<p>3:45-4:00pm Festival Theatre</p>	<p><b>Closing Remarks</b></p>
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