



Smith Leadership in Business Conference

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# FROM ADVERSITY TO ADVANTAGE

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SEE, FEEL, CHANGE

- SPEAKERS PACKAGE 2021 -



# letter from THE CO-CHAIRS



Dear Potential Speaker,

Thank you for taking the time to consider a partnership with the Smith Leadership in Business Conference. We are proud to announce that we have recently rebranded from the previous Queen's Commerce Leadership Summit. This is the ninth year of the conference and as the Co-Chairs of SLBC 2021, we would be honoured to work together to provide leadership opportunities for students across Canada. Since its inception, our conference has been committed to helping delegates grow their leadership potential, providing sponsors with the opportunity to recruit high-caliber talent, and allowing speakers to share their insights and make an impact on the business leaders of tomorrow.

SLBC is a student-run leadership development conference aimed to enhance the necessary skills in an ever-changing business world; leveraging industry expertise and experiential learning. Our goal is to bring together a diverse group of delegates to learn and develop transferable leadership skills, through educational initiatives that are accessible, value-driven and focus on professional and personal development. Since 2012, SLBC has distinguished itself within the Smith Commerce Society as the premier business leadership conference at Queen's University. This is evident in our 2014 and 2015 nominations for "Conference of the Year" by the Commerce Society, as well as winning the 2017 Commerce Cup Award, which recognized the conference that contributed the most to the Smith School of Business.

This year, the theme of the conference is "From Adversity to Advantage", a concept that acknowledges the positive outcomes that can develop in overcoming challenges. Essentially, SLBC 2021 hopes to amplify a diverse set of perspectives that inspire delegates to shift their perceptions of the adversity they may experience. We want to highlight the opportunity to learn and strategically grow from the challenges in our current environment. Our top priority is to guide delegates in their leadership growth by partnering with experienced and insightful speakers that think beyond conventional norms and understand the implications of their business decisions.

We recognize that societal expectations are increasing, and corporate priorities are by shifting. Thus, we hope to further focus on social impact and thought leadership to deliver critical insights and challenge current perspectives of leadership. On behalf of the entire SLBC 2021 Executive Team, we have recognized you as someone that has made a significant impact on both the people and the environment around them. In our journey to continue cementing our position as the premier undergraduate leadership conference, we hope you will play a significant role in shaping this year's conference.

Sincerely,  
Eleni Zavos & Julian Ezman  
Co-Chairs of SLBC 2021

Dear Potential Speaker,

Smith Commerce takes great pride in the leadership skills our students possess when they arrive. Throughout the years of the Commerce Program, we continue to develop those leadership skills allowing our students to become the next generation of business leaders. Understanding the role leadership plays in business and in life is the key to success and one which is supported, not only in the classroom, but also through student events. The Smith Leadership in Business Conference (SLBC), which is heading into its 9th year, is a great example of how our students come together to support, mentor, and grow leaders by leveraging the knowledge of business leaders, providing networking opportunities, and educating through interactive workshops.

The student organizing committee devotes countless hours to the successful execution of a top notch, professional conference. While the results of the students' preparation are truly impressive, the quality of SLBC simply cannot exist without significant support from faculty and organizations such as yours. Being a sponsor will not only ensure the success of this summit, but will also provide you with the opportunity to be in front of the top undergraduate business students in Canada. SLBC addresses the growing challenges individuals face as they move forward in their academic and professional careers. I do hope you give strong consideration to supporting the Smith Leadership in Business Conference.

Sincerely,

Lori Garnier  
Executive Director, Smith Commerce Program  
Stephen J.R. Smith School of Business

# letter from **THE DIRECTOR**





# THE VALUE OF PARTNERSHIP

The Smith Leadership in Business Conference provides an opportunity for student leaders to come together with like-minded individuals to deepen their understanding of the role leadership plays in an organization. Partnering with this conference provides your firm with the opportunity to establish connections with a rich and diverse pool of top-tier students from a variety of faculties and Universities.

create  
**INTEREST**

Leave an impression on delegates and spark interest in your firm by demonstrating what you and your organization represent. Convey to delegates what makes your firm stand out in your industry.

inspire  
**NOVELTY**

Communicate your experience of becoming a conscious leader and how you were able to become a meaningful force in your workplace. Inspire our pool of 100 diverse delegates to consider how they can create their own leadership path.

share  
**WISDOM**

Share how you were able to break the leadership mold and create positive change in your organization or industry. Provide insight on what it takes to lead in today's changing business environment, based on your own experiences as a leader.

# PAST SPEAKERS



**ANDREA GOERTZ**  
CHIEF COMMUNICATIONS AND SUSTAINABILITY  
OFFICER  
TELUS



**KATIA HOUBIGIAN**  
CHIEF MARKETING OFFICER  
MICROSOFT CANADA



**DAVID COURT**  
SENIOR PARTNER  
MCKINSEY AND COMPANY



**JODY STEINHAUER**  
FOUNDER, PRESIDENT AND CBO  
THE BARGAINS GROUP



**SUE PAISH**  
CEO  
CANADA'S TECHNOLOGY SUPERCLUSTER



**DAVE JONES**  
SVP OF GROUP BENEFITS  
SUN LIFE FINANCIAL



**KRISTINE REMEDIOS**  
CHIEF INCLUSION & SOCIAL IMPACT OFFICER  
KPMG CANADA



**ANA DOMINGUEZ**  
PRESIDENT AND CEO  
LINDT & SPRUNGLI CANADA



**TONY BAGNATO**  
PRESIDENT & FOUNDER  
THE CONFIDENCE ADVANTAGE INC.



# letter from THE COORDINATORS

On behalf of the Smith Business in Leadership Conference (SLBC), we thank you for your interest in speaking at our eighth annual conference. SLBC is a student-run conference held at the Smith School of Business at Queen's University. Our primary mission is to encourage our delegates to adopt a conscious leadership style in a rapidly changing business environment. We aim to attract speakers who seek to engage in new conversations and act as role models for some of Canada's highest achievers and business leaders. Throughout the conference, the SLBC team strives to promote the values of strong community and collaboration within leadership, as it is not a solo act.

In the past year, we have seen our lives change in every way imaginable as a result of the global pandemic. Our virtual 2020 conference took these challenges in stride and SLBC delivered on its long-standing mission to give delegates the chance to forge meaningful connections and explore the world of business through the lens of leadership. Our 2020 lineup confirmed our core belief that the stories, experiences, and insights shared by SLBC speakers bring the conference to life, even in a virtual setting.

Last year, we were fortunate enough to host Ana Dominguez, President & CEO of Lindt & Sprungli Canada, who shared her experiences spearheading Lindt's growth and strategic vision while maintaining its strong momentum. KP-MG's Chief Inclusion & Social Impact Officer, Kristine Remedios, imparted her valuable insights gained from over 20 years of experience leading innovative strategies focusing on female empowerment, the LGBTQ+ community, and inclusive leadership. Tony Bagnato, a seasoned leader and Founder of The Confidence Advantage Inc., challenged our delegates to become genuine, thoughtful leaders and taught them the power of "being interested instead of interesting."

Over the past years, SLBC has welcomed a diverse array of speakers, each with different backgrounds, experiences, and stories; together, they have left a profound impact on delegates for years to come. The lessons shared from keynotes and panelists extend beyond the material studied in the classroom, offering real-world context and a new perspective. It is our firm belief that your expertise and experiences will truly inspire our delegates, and we would be honoured to have the opportunity to work with you. Please do not hesitate to reach out with any questions or concerns.

We look forward to speaking with you soon.

Yours sincerely,  
Ileana Chintea & Jaden Luik  
SLBC 2021 Speakers Coordinators

# conference ITINERARY



**THURSDAY**  
**SEPT 19**

Registration  
Delegate Activites and Workshop  
Industry Speakers Panel  
Evening Social



**FRIDAY**  
**SEPT 20**

Breakfast  
Keynote Speaker  
Workshop  
Lunch & Keynote  
Networking Power Hour  
Dinner  
Evening Social



**SATURDAY**  
**SEPT 21**

Breakfast  
Workshop  
Simulation Part One  
Lunch  
Simulation Part Two  
Coffee Chats & Networking  
Dinner & Keynote