






# 2023 Conference Schedule

Wednesday  
June 7, 2023

- 1:30 pm **Golf: Shotgun Start**  
  
Sponsored by 
- 6:30 pm Welcome Reception, Fairmont Banff Springs Golf Course
- 7:00 pm Dinner & Prize Presentation, Fairmont Banff Springs Golf Course

Thursday  
June 8, 2023

- 7:00 am - 8:00 am Breakfast  
Sponsored by 
- 8:00 am - 8:25 am WAB Annual General Meeting
- 8:25 am - 8:35 am President's Opening Remarks
- 8:35 am - 9:45 am **Gordon Borrell:** Tipping Point: How the Pandemic Initiated Big Change in Media & Advertising, and How Broadcasters Can Capitalize on It  
Sponsored by 
- 9:45 am - 10:00 am The Power of Change: Sell More O&O with Omnichannel  
Presented by 
- 10:00 am - 10:20 am Break
- 10:20 am - 11:20 am **Dan Broderick:** Evolving Automotive Retail
- 11:20 am - 11:45 am Gender Pay Gap Legislation and What it Means for Broadcasters  
Presented by 
- 11:45 am - 12:00pm CRTC Report
- 12:00 pm - 1:30 pm CRTC Lunch  
Sponsored by 
- 1:30 pm - 1:45 pm CAB Report

# 2023 Conference Schedule

Thursday  
June 8, 2023

1:45 pm - 2:35 pm **Jody Milburn:** Mental Health and the Workplace

Sponsored by 


2:35 pm - 2:50 pm Bill C-18 1st Party Data & The Opportunity for Broadcasters

Presented by 

2:50 pm - 3:10 pm Break

3:10 pm - 4:30 pm **Dr. John Izzo:** Stepping Up: Inspiring Performance and Engagement

6:30 pm - 7:15 pm President's Reception

Sponsored by 

7:30 pm - 10:00 pm Dinner and Gold Medal Awards

Sponsored by 

**Entertainment:** **Tim & The Glory Boys**