

Waves of Change

Recap of our 2024 Sales & Marketing Symposium

On May 15, we hosted our annual Sales & Marketing Symposium at the Mississauga Convention Centre, bringing together professionals from all corners of our industry's dynamic sales and marketing landscape for a day that explored evolving consumer behaviors, digital marketing innovations, economic forecasts, emerging technologies, and fresh approaches to establishing brand loyalty.

The event was packed with insightful presentations, networking opportunities, and actionable takeaways that left attendees inspired and equipped to tackle the challenges of today's marketplace.

Let's recap the event highlights.



Successful teambuilding fueled by collaboration

The day kicked off with a warm welcome from FHCP EVP Errol Cerit, followed by an engaging team-building activity designed to get those problem-solving and creative juices flowing and setting a collaborative and energetic tone, encouraging participants to connect and engage right from the start.



Focus and productivity in a distracted world

Best-selling author and executive strategy coach Penny Zenker, known as the "focusologist," kicked off the keynotes with her insightful tips on breaking free from distractions using the 80/20 rule.

Zenker empowered attendees to maximize productivity by focusing on what truly matters, emphasizing the importance of resetting mindset not just for managing tasks and stress, but as a fundamental transformation in our approach to life and work. She stressed the significance of seizing control of our focus and simplifying complexities to navigate the evolving landscape of personal and professional growth.



Capturing the new Canadian consumer

Sean Martin, General Manager Canada, Numerator, shed light on how new and established Canadian immigrants are reshaping the marketplace. Martin offered a comprehensive analysis of immigrant consumer behaviors, providing actionable strategies for brands to capture this growing demographic's attention.

His insights into the sentiment, attitudes, and verified purchase behaviors of these consumers underscored the importance of adapting sales and marketing strategies to cater to Canada's diverse population.





Compassionate leadership and mental health

Retired Lieutenant-Colonel Stéphane Grenier drew on his extensive military background to explore fostering compassion in the workplace.

Emphasizing the importance of social support and compassion, Grenier highlighted the role of leaders in creating a culture of empathy and understanding. His personal experiences and innovative approaches provided valuable lessons for fostering mental well-being among employees.

Economic insights and anticipatory forecasts

After a lunch break buzzing with sought-after networking opportunities, Leslie Preston, Managing Director and Senior Economist, ID Bank Group, provided a deep dive into economic outlooks.

Preston dissected inflation's impact on interest rates on both sides of the border, offering a clear and concise assessment of the current economic climate. Her insights into the future of interest rates and the Canadian dollar were particularly relevant for business leaders navigating today's economic uncertainties.



Cart to click: The future of grocery shopping

Instacart's Dean Hayward, Senior Manager, and Andy Chiu, VP of Engineering, delved into the evolving landscape of grocery shopping, emphasizing Instacart's role as the leading grocery technology company in Canada. They highlighted the significant changes in how customers shop for groceries and the transformative power of partnerships and AI.

Hayward and Chiu showcased how Instacart enables retailers to provide seamless solutions for online orders, enhancing the overall shopping experience. They emphasized embracing AI and adopting a "test and learn" approach, as AI elevates personalization to the core of user engagement.



The power of genuine connections

Wrapping up the day on a high note, Jake Karls, co-founder and Chief Rainmaker of Mid-Day Squares, shared his inspiring journey of building a chocolate empire based on genuine connections, emphasizing the power of humanity in business.

His engaging and heartfelt presentation underscored the importance of making friends first and cultivating loyalty through genuine human connections. It was a fantastic reminder of the enduring value of empathy and relationship-building in business.



Navigating forward with insights and gratitude

As we reflect on the highlights of the day, it's evident that we stand on the precipice of significant industry changes. From AI-driven innovations to the imperative of genuine connections, our symposium helped illuminate the path forward for sales and marketing professionals.

A heartfelt thanks to our speakers for their invaluable contributions, our Advisory Committee for shaping this event, and our sponsors ([SPAR](#), [Mars Canada](#), and [Springboard Data Management](#)) for their unwavering support. Until next year's symposium, let's embrace innovation, cultivate meaningful connections, and navigate the waves of change together.

