



THE ART OF
LEADERSHIP *for* WOMEN

Calgary | November 9, 2020


ERIN ANDREWS

SOPHIA AMORUSO

YASSMIN ABDEL-MAGIED

RITU BHASIN

DR. KIMBERLEY AMIRAUTL-RYAN

A large audience is seated in a conference hall, facing a stage. The stage features two large projection screens and a central area. The ceiling is high with visible lighting rigs and equipment. The overall scene is dimly lit, with the stage area being the primary light source.

We cannot change what we are not aware of, and
once we are aware, we cannot help but change.

SHERYL SANDBERG

The Art of Leadership for Women

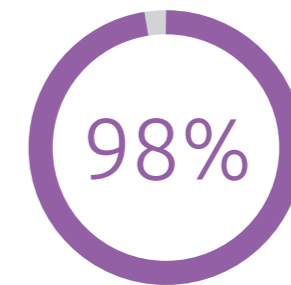
Bringing together today's brightest leaders to shape the future we all want to see.

Women all over the world are no longer accepting the status quo. They're rising up, breaking through, pushing the boundaries and carving their own paths.

From glass ceilings and inequality to 'leaning in' and work-life balance, today's women leaders face numerous challenges. As they move up the corporate ladder and take on increased responsibilities, having the right tools and insights in order to pivot in an evolving corporate landscape has never been more essential.

In a world of information overload, The Art of Leadership for Women focuses on the topics and trends most critical to leaders. This unique one-day conference features a riveting collection of world leaders, business icons, academics, and bestselling authors who inspire action.

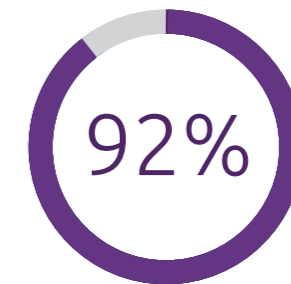
Attendees will have the opportunity to learn improved ways of leveraging their value, elevating their skills, and developing the strategies required to take their leadership and their organizations to the next level. This conference is not just for women, but for anyone who wants to champion change on behalf of women.



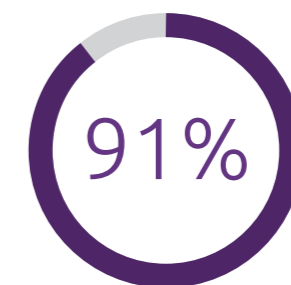
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership for Women to a colleague



Plan on attending again in the future



Of past speakers rated good or excellent

Agenda

Monday, November 9, 2020
8:30 AM - 4:30 PM

Calgary TELUS Convention Centre
North Building – Hall XE
120 Ninth Avenue SE
Calgary, AB



8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

8:45 AM **YASSMIN ABDEL-MAGIED**



9:45 AM ▼ Networking Break

10:15 AM **DR. KIMBERLEY AMIRAUULT-RYAN**



11:00 AM **RITU BHASIN**



11:45 AM ▼ Lunch

1:00 PM **EXECUTIVE PANEL**

2:00 PM **SOPHIA AMORUSO**



3:00 PM ▼ Networking Break

3:30 PM **ERIN ANDREWS**



4:30 PM ▼ Closing Remarks

ERIN ANDREWS

Sports Broadcaster, Co-Host of Dancing with the Stars, Cancer and Adversity Survivor

 Erin Andrews does not back down from a fight. - **NBC News**

One of the most recognized and respected sports broadcasters in the industry, Erin Andrews is part of FOX Sports' A Team, reporting for FOX NFL Sunday as well as reporting for NFL Thursday Night Football and co-hosting ABC's long-running reality series Dancing with the Stars.

Andrews recently added "creator" to her long list of titles with the launch of her new women's NFL apparel line, WEAR by Erin Andrews. The fashionable, comfortable and

subtle line, designed for women to wear anywhere and everywhere, has quickly garnered notable attention, becoming the #1 NFL women's only brand since it launched.

While at the top of her career with no limits in sight, Andrews was shocked when she was diagnosed with cervical cancer following a routine annual checkup. Not wanting the diagnosis to interfere with the career she had fought so hard for, Andrews quietly planned doctors' visits

around her work schedule in order to keep her diagnosis private and kept moving full speed ahead during treatment, only sharing her story publicly after she received word she was cancer free.

In empowering, insightful conversations, Andrews discusses her storied career and what it took to get to the top of her game, the challenges and triumphs of working in a male-dominated industry, and spreading awareness about cervical cancer prevention.

OVERCOMING ADVERSITY

- How to build resilience amidst the uncertainties we face in life and our careers.
- What it takes to make it in a male-dominated industry.
- How to build a mindset of perseverance.





SOPHIA AMORUSO

*New York Times Bestselling Author
and Founder & CEO of Girlboss*



▲ If there is one real takeaway from Amoruso, it's that a pre-packaged rulebook for business success no longer exists. **- Fortune**

As the founder of Girlboss, Sophia Amoruso is the creative visionary, entrepreneur, and industry disruptor who has forged an unprecedented path in building modern brands. Named by Forbes as "Fashion's New Phenom" and featured on the cover of their "Self Made Women" issue, Amoruso has gone from one of the most prominent figures in retail to a cultural thought leader.

Amoruso is the author of New York Times 18-week bestseller #GIRLBOSS, which has sold over 500,000 copies worldwide to date. Part memoir and part business book with

an edge, #GIRLBOSS provides insights on entrepreneurship and career advice. In 2014, Amoruso launched The Girlboss Foundation, which awards financial grants to women in industries of design, fashion, music, and the arts, to help them build and grow their small businesses.

In 2015, Amoruso debuted her podcast, Girlboss Radio, which has grown to over 100,000 weekly downloads. In 2016, Amoruso released her second book Nasty Galaxy, a highly graphic and visual book that binds together the collective spirit of the

Nasty Gal brand, Amoruso's personal brand, and the Girlboss ethos.

In 2017, Netflix adapted #GIRLBOSS into a 13-episode scripted comedy series written by Kay Cannon, with Charlize Theron and Amoruso serving as Executive Producers. Today, Amoruso is working closely with a talented team at Girlboss to produce daily content across a variety of digital channels to reframe the outmoded concept model of "success" for the modern woman. Amoruso released her third publication, The Girlboss Workbook, in October of 2017.

COMMUNITY AND REDEFINING SUCCESS

- Why women should support women and how to find your support system.
- How to accelerate your career by using past failures to fuel your success.
- Why it is important to trust your instinct and follow your gut in leadership, and know which rules to follow and which rules to break.

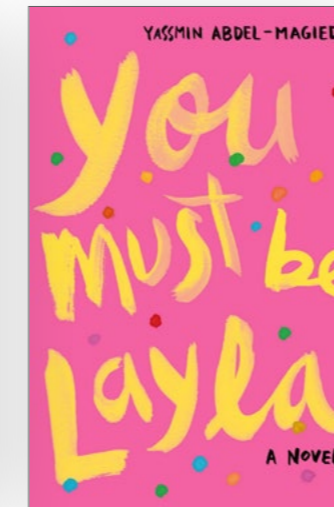
YASSMIN ABDEL-MAGIED

Bestselling Author, Broadcaster,
and Award-Winning Social Advocate



An outstanding, inspirational, insightful, connected, topical and learning laden presentation.

- Ben Bengouam, Senior Vice President of Human Resources, Hilton



Yassmin Abdel-Magied is an engineer, author, broadcaster, and award-winning social advocate. Her powerful TED talk, “What does my headscarf mean to you?” has 2.2 million views, and she has become an internationally renowned speaker on unconscious bias and leadership. Through her work and thought-provoking talks, Yassmin is on a mission to make diversity the norm across the world.

At 16, Yassmin founded Youth Without Borders, an organization focused on empowering young people to positively change their communities. Driven by her love of Motorsport, she also designed a race car at

19, and graduated valedictorian with first class honours from mechanical engineering. Yassmin then went on to work as one of the few female engineers on oil and gas rigs around Australia, while continuing to advocate for social justice.

Yassmin became a lightning rod for Australia’s discussions on race, gender, and faith after an appearance on a panel show went viral, garnering 12 million views in under a week. She was presenter for the national current affairs show Australia Wide, host for the groundbreaking documentary The Truth About Racism, and co-host of the podcast Motor Mouth, on becoming a Formula 1 driver.

A bestselling author, Yassmin published her debut memoir, Yassmin’s Story at the age of 24 and her writing has appeared in publications worldwide, including The Guardian, The New York Times, and The Australian Financial Review. She is also the author of the children’s fiction book, You Must Be Layla.

Yassmin has served on numerous boards and councils, and is currently the founder of Mumtaza and an internationally sought-after advisor on issues facing women, youth, and those from racially and culturally diverse backgrounds. She has spoken in more than 20 countries across five continents.



UNCONSCIOUS BIAS AND INCLUSIVE LEADERSHIP

- How to unravel unconscious bias and structural marginalization in the workplace.
- The ways in which being outside the norm affects your career and what individuals and organizations can do about it.
- How to control our responses to circumstance, take back control, and realize the power of the stories we tell ourselves.



RITU BHASIN

Bestselling Author, Global Diversity Expert and Authenticity Advocate

▲ Ritu will change how you think about yourself and those around you, while giving you the edge you need to be an inclusive leader in today's world. - **Bill Thomas**, *Global Chairman, KPMG International*



Ritu Bhasin didn't always feel empowered to be an unapologetic, fiercely authentic leader. While she was highly successful and living the "corporate dream" in her early career, Ritu had a startling realization: the person she was in her day-to-day life bore little resemblance to her true self. Because of her experiences with racism and bullying, she found herself minimizing racial, religious, gender, and class-based aspects of her identity to "fit in" among circles where she felt she didn't belong. And in doing this, she was profoundly unhappy.

After much soul-searching, Ritu decided

to transform her life. She completed her MBA, left her corporate job, launched her own business, became a mindfulness practitioner and teacher, and dedicated her life to helping others become more empowered and inclusive. Most importantly, she committed to living as authentically as possible in all that she did going forward.

In 2010, Ritu launched bhasin consulting inc., a diversity and inclusion-focused consulting firm, and has since gained a global reputation for her work in leadership development, diversity and inclusion, and women's advancement. Through her work,

Ritu is committed to disrupting the status quo to build a world in which each of us celebrates our own differences and the differences of others. She has delivered talks to thousands, inspiring leaders to be more inclusive, and encouraging those who have experienced oppression to be more empowered. Ritu has won numerous awards for her work, including the City of Toronto's William P. Hubbard Award for Race Relations.

Ritu lives in Toronto, Canada, but travels all over the world to eat, swim, hike, dance, and work. Her first book, *The Authenticity Principle*, was released in October 2017.

AUTHENTIC LEADERSHIP AND EMPOWERMENT

- How bringing our authentic selves to work can create happier, more productive organizations and teams.
- Why authenticity is the practical antidote to exclusionary work cultures and the strategies required for interrupting bias.
- How to unlock the power of differences for more inclusion, empowerment, and innovation within our organizations.

DR. KIMBERLEY AMIRAULT-RYAN

Award-Winning Performance Consultant and Sports Psychologist for the NHL, NBA, and Olympic Games

Dr. Kimberley is a source of strength in developing the leadership skills required to reinforce team focus and direction. She has the power to inspire.

- **Isiah Thomas**, *Former GM & Coach of the New York Knicks*

Dr. Kimberley Amirault-Ryan lives by her philosophy of embracing challenges and pushing boundaries to achieve your highest potential.

She was the first female performance consultant for the New York Rangers, the New York Knicks, the Columbus Blue Jackets, and the Edmonton Oilers. Her passion for motivating audiences to reach their fullest potential has received praise from international corporations

and sports organizations alike, including Visa, Johnson & Johnson, the NHL, and the NBA.

Amirault-Ryan has worked at five Olympic Games with the gold medal winning teams of the Women's Hockey Team, Cross Country Ski Team, and Speedskating Team. The Canadian Olympic Committee appointed her as the lead of sport psychology for the entire Olympic team at the 2010 Vancouver, 2012 London, and

2014 Sochi Olympics.

For her ground-breaking work, Amirault-Ryan has received awards such as the Globe and Mail's Top Power 50 List, WXN Canada's Top 100 Most Powerful Women, and Avenue magazine's Top 40 Under 40. Companies worldwide, including Fortune 500 companies Walmart, VISA, Johnson & Johnson, General Mills, and Royal Dutch Shell, have hired her to motivate them to achieve sustained high performance.

PERFORMANCE AND TEAM EFFECTIVENESS

- How to build a long-term winning culture within your organization through practice and resilience.
- The traits possessed by the most successful in their fields and how you can replicate it within your career, team, and organization.
- How to perform and refocus after setbacks, while developing and maintaining winning habits through challenging times.



Notable Past Attendees



▀ I love The Art of Leadership for Women because of the palpable energy in the room. You can't substitute what you can get physically from other people in connections, motivation, and self-belief than you can when you're just together. It's a powerful thing.

Jessica Herrin
CEO & Founder
STELLA & DOT


▀ It was so relevant to my struggles and it reminds me to be an active advocate for women and why this is so important. I have found my new passion to make a change, and have two daughters that I need to change the world for!

Darlene Arsenault
Managing Director
ATB

▀ The speakers were incredibly inspirational and had practical solutions to help me make a real change.

Lara Gaede
Chief Financial Officer
ALBERTA SECURITIES COMMISSION

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	SILVER \$549 <small>+GST</small>	GOLD \$799 <small>+GST</small>	PLATINUM \$999 <small>+GST</small>
WHAT'S INCLUDED			LIMITED AVAILABILITY
Seating	Theatre seating behind Gold first-come, first-seated	Classroom seating behind Platinum, in rows 3+	Premier classroom seating in rows 1-2
Insight Workbook and Conference Summary	✓	✓	✓
Latest issue of The Art Of Magazine	✓	✓	✓
Book signing opportunities with speakers	✓	✓	✓
Freshly brewed morning coffee and tea	✓	✓	✓
Express entrance		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with Erin Andrews			✓

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