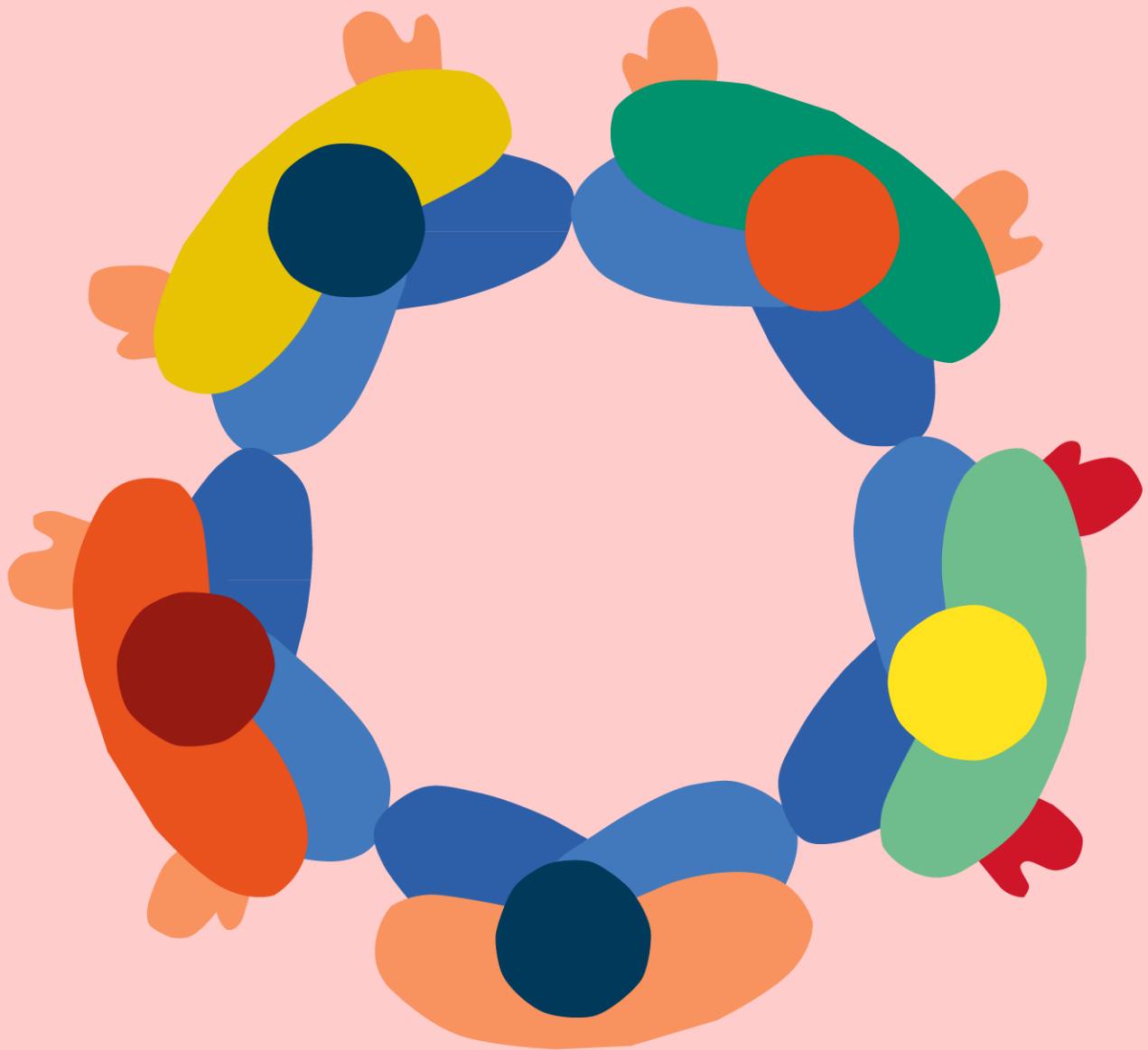


**ELAINE  
BROE**

LEADERSHIP  
& LEARNING  
EXPERIENCES

READY-MADE LEARNING EXPERIENCES

# Conference Series



### The Conference Series

You're seeking a unique experience for your conference guests. You want them to walk away energized and learning something new that they take back to their organizations.

I use a combination of over 20 years of leadership experience and engaging audience techniques from my design and improvisation background. I deliver ready-made solutions that feel tailored to your needs. Find the best fit from the catalogue and let's have a conversation to make sure we connect with your conference theme, create an intimate and fun audience experience alongside outcomes that matter most.

“People want to interact, share stories, and feel connected as they learn, especially when sitting in front of a screen with their dog barking in the background.”



---

### Find Your Way:

Let's Get it Right	3
Flexible Options	4
About Elaine	5
Conference Experience Design	6
Conference Series	7
Contact	8

---





## Let's Get it Right

I've worked with hundreds of organizations over the years to create meaningful learning experiences with impact. Here are a few lessons learned from past clients that will help set your event up for success.

1. **Be clear** on the needs and outcomes for the conference experience. How will this event create more ease and capacity for those attending? What do you want them walking away saying or doing differently? Let your guests know we've got the bigger picture in mind.
2. **Bring Value** to the people you want to attract. Virtual conference experiences should feel like an opportunity to slow down and set yourself up for success, not yet another video call. Sustain value beyond the event, where people move inspiration into daily action.
3. **Know your audience.** Let's have a call and tailor the content to the most pressing needs. We'll identify specific examples that bring meaning to the experience and value the challenges they're facing.
4. **Get out of your Chairs.** These days, people are looking for virtual gatherings that create the chance for relevant learning and meaningful conversations with one another. Presentations filled with bullet points and a talking head can be a recipe for empty chairs. These experiences need to be dynamic and interactive because that is when we learn the most (and check our emails the least).



## Flexible Options

Depending on your needs, you may want to refine your conference experience by adding on a coaching package or a more comprehensive assessment of the learning impact.

### COACHING

Add a coaching package to your conference event for a draw. Select key people or sponsors to get that extra support towards clarity for next steps.

### NOT QUITE READY-MADE

You might want a combination of offerings to meet your conference needs. Let's talk about the topic or keynote you're most excited about and see if there is a fit.

### NOTE:

The following sessions are all virtual learning experiences with pre and post session resources and the options of a coaching add-on for key stakeholders.



### About Elaine



Unlike many consultants, I've worked in organizations for the better part of my career, leading teams, navigating politics and getting the work done. I spent 11 years of my career at the Banff Centre, eventually leading program design in the leadership development division. At lululemon athletica, I led the global design of their retail training program with a dynamic team of people.

I am a certified PCC level Executive coach with the International Coaches Federation (ICF), bringing over 1,000 hours of coaching experience, supported by additional certifications in behavioral assessments. With a Master's degree in Leadership, I am an endless resource of tools and approaches that support the changes you want to make.

---

### What it's Like to Work with Me



“From our first phone call, I was immediately at ease and knew that Elaine would be a fantastic host. She brings an incredible warmth to her facilitation, and she also works quickly, thoughtfully and strategically. Our roundtable participants definitely appreciated the skill with which Elaine worked, and we received fantastic feedback about the events overall.”

MEGAN LAU, MANAGER  
STORYHIVE TELUS



## Conference Experience Design

Whether you're hosting your organization's leadership summit gathering or a conference event open to the public, you are seeking design guidance on how to best shape the networking and learning experience for your attendees.

I've helped design incredibly successful conferences and retreats that range from 100 to 1,200 attendees. Whether you're seeking a few consultation calls to work out the learning journey or a partner to design a seamless experience, I can help. Let's create a virtual event that inspires and connects your guests.

As each event is uniquely different, please reach out and let's see how I can best support you and your conference planning team.

### Take it from a Client who Knows

”

“Elaine helped me to develop a series of three conferences for some of Alberta's leaders in addiction and mental health held at the Banff Centre. While not a subject matter expert, Elaine proved her worth time and again with her deep knowledge of adult learning, her ability to stay focused on the process of the engagement, and her wonderful creativity and problem-solving skills. I was so pleased when she agreed to act as a consultant on the third and last conference even though she had taken a new position elsewhere. I greatly appreciated her desire to see this project through to the end and hope to work with her again in the future.”

NICOLE SHERREN, SCIENTIFIC DIRECTOR & SENIOR PROGRAM OFFICER  
PALIX FOUNDATION



### Conference Series

Are you seeking an experience that engages people to think differently, get out of their seats, and step into their leadership with inspiration? The conference series sets your event apart.

I bring contagious energy, two decades of leadership and organizational learning experience, and an ability to straight talk with humour. Having worked with some of the top organizations in Canada such as Shopify, WestJet, Rogers Communications, and lululemon athletica, I bring relevant examples that spark new ideas to take back to your people.

#### PRICING:

1 HOUR: \$3,000

2 HOURS: \$5,000

3 HOUR CONFERENCE  
SESSION: \$9,000

---

#### CONFERENCE TOPICS INCLUDE:

##### PLEASE STOP BRAINSTORMING

Who hasn't been trapped in a meeting "thinking outside the box" with a roomful of reluctant people? Now we've increased the challenge with remote teams and virtual ideation sessions as people multi-task with their video off. Apply a design thinking approach to innovation and walk away with tools that make you a hero at your next virtual meeting.

##### BEYOND THE CHECKLIST: LEADING FOR ALLYSHIP

Creating a culture that supports psychological safety and inclusion doesn't end with an online checklist. Deepen your understanding of your unconscious bias and leadership habits to be a strong ally for your people and desired organizational culture.

*Note: We recommend this session as part of a larger design that includes a BIPOC facilitator with lived experience who can support further education in the areas of justice, equity and anti-racism.*



### **YOUR BRAIN ON EMOTIONS**

The ability to recognize and support core human emotions in the workplace has become a requirement of leaders facing the disruption of COVID-19. Learn the science, assess your skills, and practice new behaviours to better support the people you care about at home and in the workplace.

### **THE DEEP INHALE TOWARDS RESILIENCY**

You don't just manage your stress, you currently wrestle it to into submission daily as you experience constant changes in all areas of your life. Share energy management remedies and practice mindfulness techniques that increase your physiological capacity to navigate challenging emotions, situations and the minor challenge of a pandemic.

### **THE CHANGE EQUATION**

Right now, we are all experiencing a moment in time where change has taken the lead. The reality is leaders need to embrace and communicate context over certainty. Examine how the most agile organizations prepare their people for change and create a personalized change map for the near and unpredictable future.

### **DESIGN YOUR LIFE**

Many leaders are facing challenges in their career paths and lives that force the question, what's next? We'll reflect on values and examine the difference between lofty aspiration and real-life implementation. Get closer to expressing your purpose and begin a plan towards the design of a more fulfilling life's work.

---

Shall we begin?

Email me to book a consultation call: [info@elainebroe.com](mailto:info@elainebroe.com)

