

# AMC EXPO 23

## INSPIRE

London, Ontario, April 26th and 27th

### Wednesday, April 26

- 9:00am-11:00am **Registration & Trade Show Setup**
- 11:00am-2:00pm **Free Time**
- 2:00pm **Bus Departs for tour visits**
- 2:15pm-3:45pm **TOUR: NRC**  
*The National Research Council of Canada (NRC) is the primary national agency of the Government of Canada dedicated to science and technology research & development. Alongside partners, they deliver a national platform for innovation and conduct research, and connect Canadian innovators to leading R&D capabilities. NRC also enables cross-sector partnership and collaboration here at home.*  
  
*NRC-London has over 25 years of innovation working with industry on manufacturing and automation challenges. The tour of the Automotive Innovation Hub will showcase our labs and world-class people:*
- Cyber-physical systems using robots and industrial control systems
  - Sensor systems for autonomous driving applications
  - Specialty coatings and surface functionalization
  - Micromachining, laser polishing and texturing
  - Directed energy deposition for additive manufacturing
- 4:00pm-6:00pm **Mix & Mingle & Trade Show**  
*Bus returns to the hotel for a mix and mingle reception alongside the Expo trade show. Appetizers will be served.*
- 6:15pm **Bus departs for Toboggan Brewing Company**
- 6:30pm-10:30pm **Appetizers, Tasting & Brewery Tour At Toboggan Brewing Company**

### Thursday, April 27

- 7:00am-8:30am **Registration**  
7:30am- **Breakfast**  
8:30am- **Opening Remarks**
- 8:45am-9:45am **How Data is Driving Manufacturing Innovation and Vehicle Autonomy.**  
**Speaker:** Ryan Myers, Thrust Specialist- NRC & Taufiq Rahman, Lead - Connected & Autonomous Vehicle Team- NRC  
*Through NRC's Automotive Innovation Hub, companies collaborate with NRC's experts to develop superior products and manufacturing solutions.*
- 9:45am-10:30am **Accelerating Commercialization of Sustainable Agri-Food Innovation**  
**Speaker:** Dave Smardon, President & CEO- Bioenterprise  
*Bioenterprise has been navigating the shifting Canadian landscape of food, agriculture, and clean technologies for over 20 years and has been bringing deep impact locally and internationally by supporting high-growth scaling innovations.*
- 10:30am **Networking & Refreshment Break**
- 10:50am-11:35am **Key Strategies to Support the Attraction and Retention of Critical Talent in the Manufacturing Sector**  
**Speaker:** Diana Holec - Associate Partner, People Advisory- Aon  
*Diana Holec is passionate and enthusiastic about providing innovative solutions to clients' people issues in order to improve the success and value of mergers, acquisitions, divestitures, joint ventures and business transformation initiatives.*
- 11:45am-1:30pm **Lunch & Tradeshow**
- 1:45pm-2:30pm **Relieving Work Related Stress with Humor**  
**Speaker:** Judy Croon  
*Judy Croon is Canada's Keynote Humorist. She is a comedian, motivational speaker (including Ted Talks), radio host (her podcast Laugh Long and Prosper was voted 'one of the best podcasts of 2021' by CTV), Second City stand up coach and author.*
- 2:30pm **Networking & Refreshment Break**
- 2:50pm-3:40pm **Thinking Differently About Marketing and How the Basic Risk / Reward Model Has Changed**  
**Speaker:** Michael Bird, CEO & Co-Founder- Spindustry  
*In 2023, manufacturers have some experience in both traditional and digital marketing. The challenge then is figuring out how to use all the tools available to better connect with dealers and ultimately end consumers.*
- 3:40pm **Closing Remarks**