



# 2007 Young Executive Society (YES) Conference

Are you in the game?

November 22, 2007  
Sheraton Centre Hotel  
Osgoode Ballroom  
1:00 p.m. - 4:30 p.m.

## YES 2007 PROGRAM AT A GLANCE

- 1:00 p.m. – 2:30 p.m. Giselle Kovary & Adwoa K. Buahene, Generational Experts & Organizational Performance Consultants
- 2:30 p.m. – 3:00 p.m. Coffee Break
- 3:00 p.m. – 4:15 p.m. Jeremy Gutsche, Trendhunter.com
- 4:15 p.m. – 4:30 p.m. Conference Wrap-up

## ABOUT THE SPEAKERS



Giselle Kovary

Giselle Kovary, M.A. and Adwoa K. Buahene, M.A. are the managing partners of n-gen People Performance Inc., a leading consulting company focusing on performance from a generational perspective.

They are the authors of *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations*, which definitively answers the question, "Is loyalty dead?" They suggest that the goal of people leaders should be to create employee engagement not loyalty. The four generations in the workplace – Traditionalist, Baby Boomer, Gen X and Gen Y – demonstrate different workplace behaviours because of their unique identities.



Adwoa Buahene

Effective leaders today learn how to get, keep, and grow human capital by maximizing those behaviours while managing the differences to create an engaged workforce. Learn more about organizational engagement through this interactive workshop as Giselle and Adwoa guide you through getting, keeping, and growing high-performance teams. They tackle the why, what, and how to, within recruitment, orientation, total rewards programs, employee brand promises, career-pathing, learning and development, mentoring, performance management and succession planning.

**Join the  
AIA YES Council  
for a unique  
afternoon of  
networking,  
education and  
professional  
development.**

**Register today!**



wonder MTV places him at "the forefront of cool."

Trendhunter.com is the most influential trend-spotting Web site in the world. Its founder, Jeremy Gutsche, relentlessly tracks – and finds – The Next Big Thing, that valuable but elusive commodity, for over a million viewers a month. It's no

A creative individual fueled by curiosity and innovation, Jeremy Gutsche has grown Trendhunter.com into the world's largest and most-trusted trend spotting community in a number of mediums including marketing, fashion, technology and business. Gutsche is sought out by the world's leading companies as well as key media such as MTV, The New York Times, and The BBC.

Gutsche is also the Director of Upmarket, Capital One Canada's largest acquisition business. At Capital One, he leads the company's Competitive Strategy and Innovation imperative. Over the last few years his innovation pipeline has led his team to launch several market leading products and expand into new channels that have tripled monthly bookings.

A former Management Consultant for the Monitor Group, Gutsche has advised government and Fortune 50 clients on top level strategy and the assessment of new ventures. He holds an MBA from Queen's, is a Chartered Financial Analyst (CFA), and studied innovation at the Stanford Graduate School of Business.

# 2007 Young Executive Society (YES) Conference Registration Form

*Are you in the game?*



## HOW TO REGISTER

- ▶ Fax this completed registration form to 613-728-6021, or
- ▶ Mail this completed registration form to: AIA Canada, 1272 Wellington Street West, Ottawa, ON K1Y 3A7

For assistance with registration, please contact Therese Santostefano at (800) 808-2920 ext. 225.

## CONFERENCE PRICING

### Member Pricing

YES Event only – 1st registration	_____ x \$299 per person = _____
YES Event only – 2nd or more registrations	_____ x \$229 per person = _____
YES Event + Reception – 1st registration	_____ x \$369 per person = _____
YES Event + Reception – 2nd or more registrations	_____ x \$309 per person = _____
YES Event + Reception + AXIS Event – 1st registration	_____ x \$549 per person = _____
YES Event + Reception + AXIS Event – 2nd or more registrations	_____ x \$499 per person = _____

### NON-Member Pricing

YES Event only	_____ x \$499 per person = _____
YES Event & Reception	_____ x \$599 per person = _____
YES Event + Reception + AXIS Event	_____ x \$899 per person = _____

### AIA Cancellation Policy:

All cancellations must be sent in writing to AIA Canada. Full refund less \$30 administration fee will be made for cancellations received on or before October 26, 2007. Cancellations after this date will not be eligible for refund or credit.

Subtotal:	= _____
+ 6% GST (GST#: 106739352):	= _____
Total:	= _____

## ATTENDEE INFORMATION

Company Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Are there any food allergies that AIA should be aware of? \_\_\_\_\_

## PAYMENT METHOD

Invoice me (AIA member only)

Visa       Mastercard       Amex

Card number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Name on card if different from main contact: \_\_\_\_\_

Signature: \_\_\_\_\_

## 2007 YES CONFERENCE SPONSORS

