

CONNECT

Banff 2025

SIT WITH YOUR BRAND

ASSIS-TOI AVEC TON BRAND

CONNECT
IN: 09:53



TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT IN: 09:53



LAURA & STEPHANIE!



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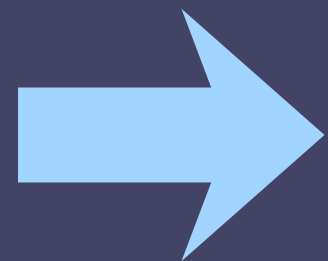
CONNECT

A stylized, low-poly mountain landscape in shades of blue, purple, and green. The foreground features a dark purple slope. In the background, jagged mountain peaks are rendered in various shades of blue and light green. On the left side, there are silhouettes of evergreen trees. Overlaid on the scene are four thick, vertical, curved stripes in cyan, maroon, lime green, and red, which sweep across the image from the bottom left towards the top right.

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ABOUT

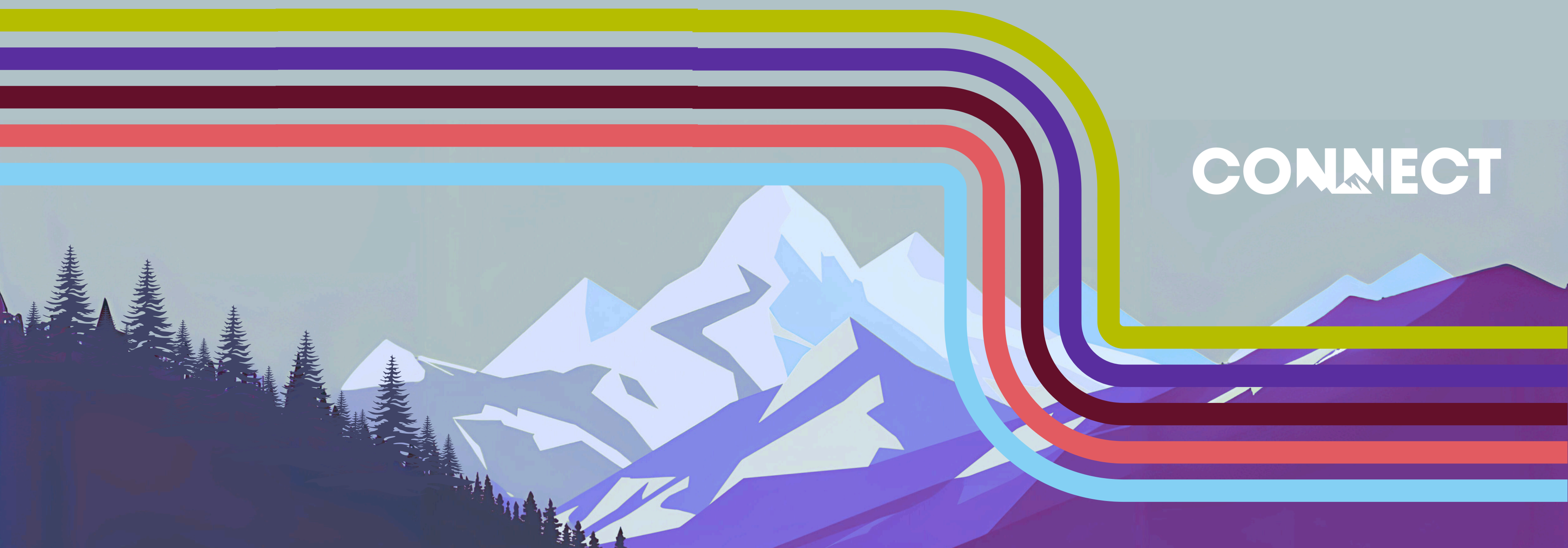
Last
Night



YOUR VOICE MATTERS

VOTRE OPINION COMPTE

CONNECT



AGENDA

A-

WE.OUI.

B-

“I” FIVE

C-

Q&A

2026, GET READY FOR US!

WE.OUI.





WHERE WE CAME FROM

REFLECTIONS

1. What's **one** thing you think your brand does **better** than almost anyone else?
2. If your brand were a **person**, what three words describe its **personality**?
3. What do you **love** most about your brand's **culture**?
4. If your **brand** could be known for one thing in the **future**, what should it be?
5. What **inspired** your decision to **choose** the brand you work for?



OUI.WE.





WHO WE WILL BE TOGETHER

5 MIN

SILENTLY REVIEW. CHOOSE 10. SUBMIT

Value

Valeur

Value

Valeur



WANDER. SHHH.



FEEL. CONNECT.

Valeur

Value

Value

Valeur

Valeur

What resonates with me most?

Value

Value

WALK. CHOOSE



Valeur

Value

Value

Valeur

What is essential
to all of us?

Valeur

Value

WALK. CHOOSE



Value

Valeur

Value

Valeur

What if things
get hard?



WALK. CHOOSE

valeur / value



Value / valeur

No peeking!



LOOK. THINK. EYES CLOSED. CHOOSE



THIS IS WHO WE WILL BE TOGETHER



e=mc²
EVENTS

C
CHAMPAGNE
ÉVÉNEMENTS - EVENTS

e=mc²
PRODUCTIONS

SÉNİK
THE EVENT
AGENCY

fuze

NAMING PROPOSALS GUIDELINES :

CONNECT

MISSION

Help to find a name for our parent company that reflects who we are today and where we're going:
one culture, multiple agencies, global ambition.

GUIDELINES AND NAME PRINCIPLES

1. Short, simple, and memorable (ideally 1 to 3 words)
2. Inclusive (works for all 5 agencies, doesn't privilege one)
3. Bilingual friendly: easy to pronounce in FR + EN, no special characters required, and no meaning that becomes weird or negative in either language. If you are not sure about the French translation or meaning, propose it and we will review.
4. Global mindset: so, avoid region limiting references like Canadian, North, Québec, Western, etc.
"Global/International" is acceptable if used thoughtfully
5. No restrictive words that could box us in (for example "Design", "Audio Visual", "Technical", etc.)

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GUIDELINES AND NAME PRINCIPLES

6. Future proof: should still make sense if we add agencies, services (DMC, PCO, Marketing & Advertising agencies, etc.), or new markets/regions/country.
7. Distinct in our industry: not confusingly similar to existing event agencies in Canada or the US (people should not mix us up)
8. Availability (basic check): look on Google for existing agencies with the same or very close name, and quick checks like domain and social handles if you can. (No need to be perfect here, but the idea should aim to be "usable.")
9. Explain the **why** (This is the most important, simple or elaborate, we want to understand why)

BREAK TIME!

PAUSE !



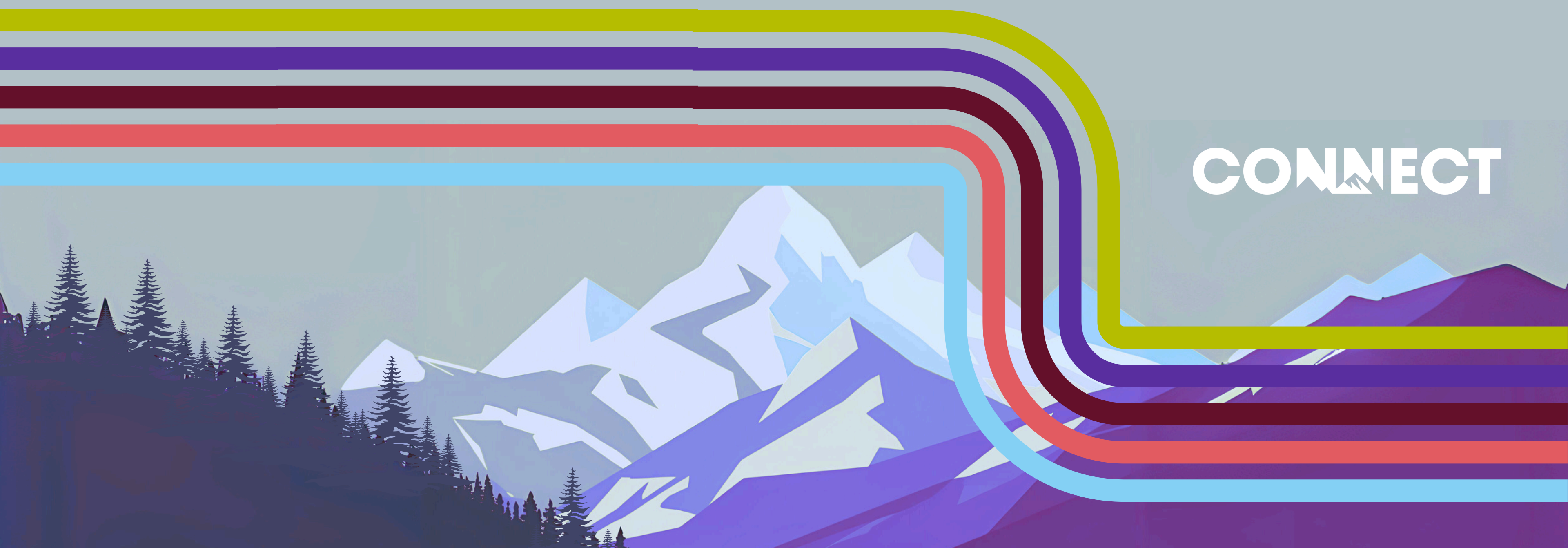
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TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT

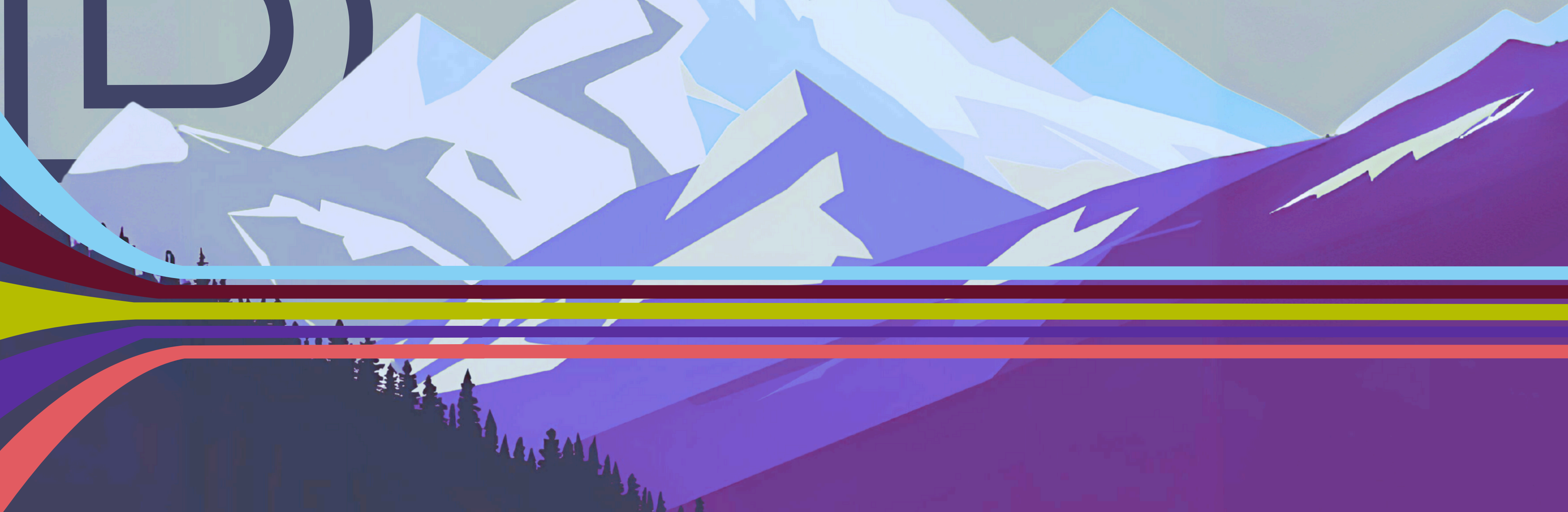


BB

THE "I" FIVE



LE "JE" CINQ





WHO AM I IN OUR COLLECTIVE FUTURE?

Here's how the activity will work.

**INDIVIDUAL
MOMENT**

**SMALL GROUP
DISCUSSION**

**Q&A
INPUTS**



ROUND 1

ROUND 2 & 3

ROUND 4
(optional)

CAUTIONS

COMMITMENTS

WISHES

TAKEAWAYS

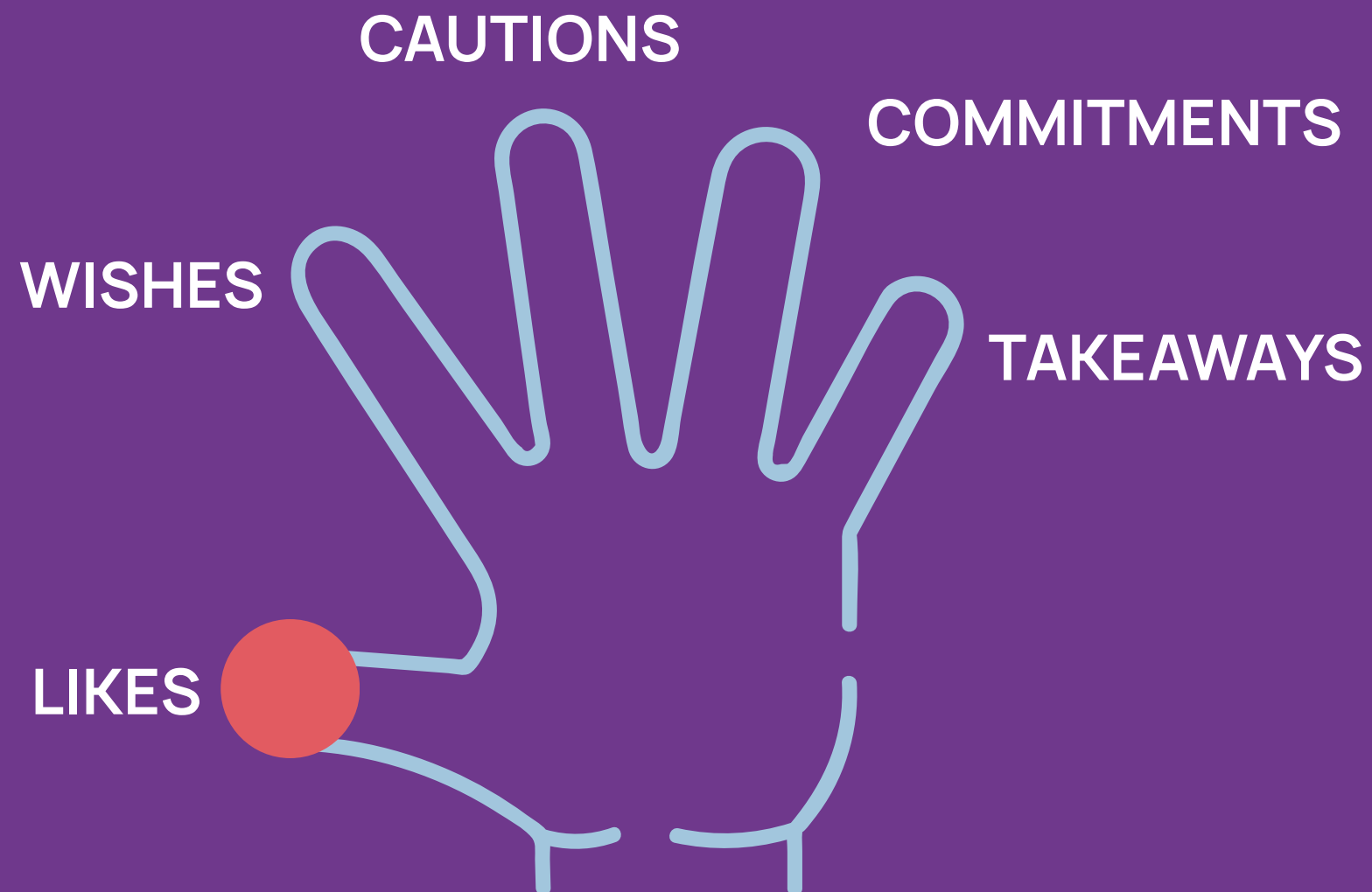
LIKES

ME



Q1 - LIKES

What we want
to carry forward



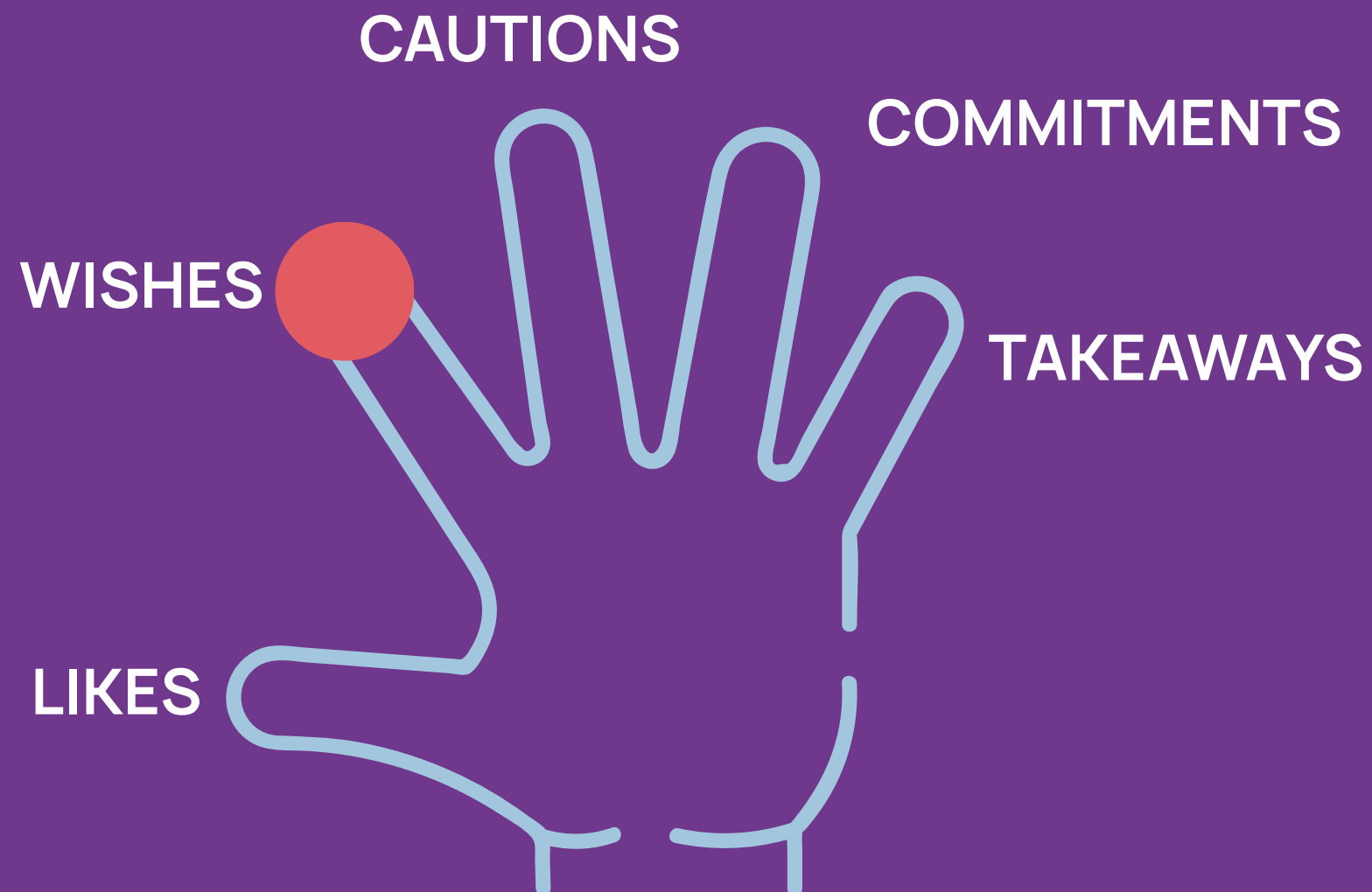
What makes collaboration
or daily work feel good for
you?

What should never be lost
as we grow as a Group?

What current habit,
practice, or mindset feels
important to keep?

Q2 - WISHES

Where you want
us to go



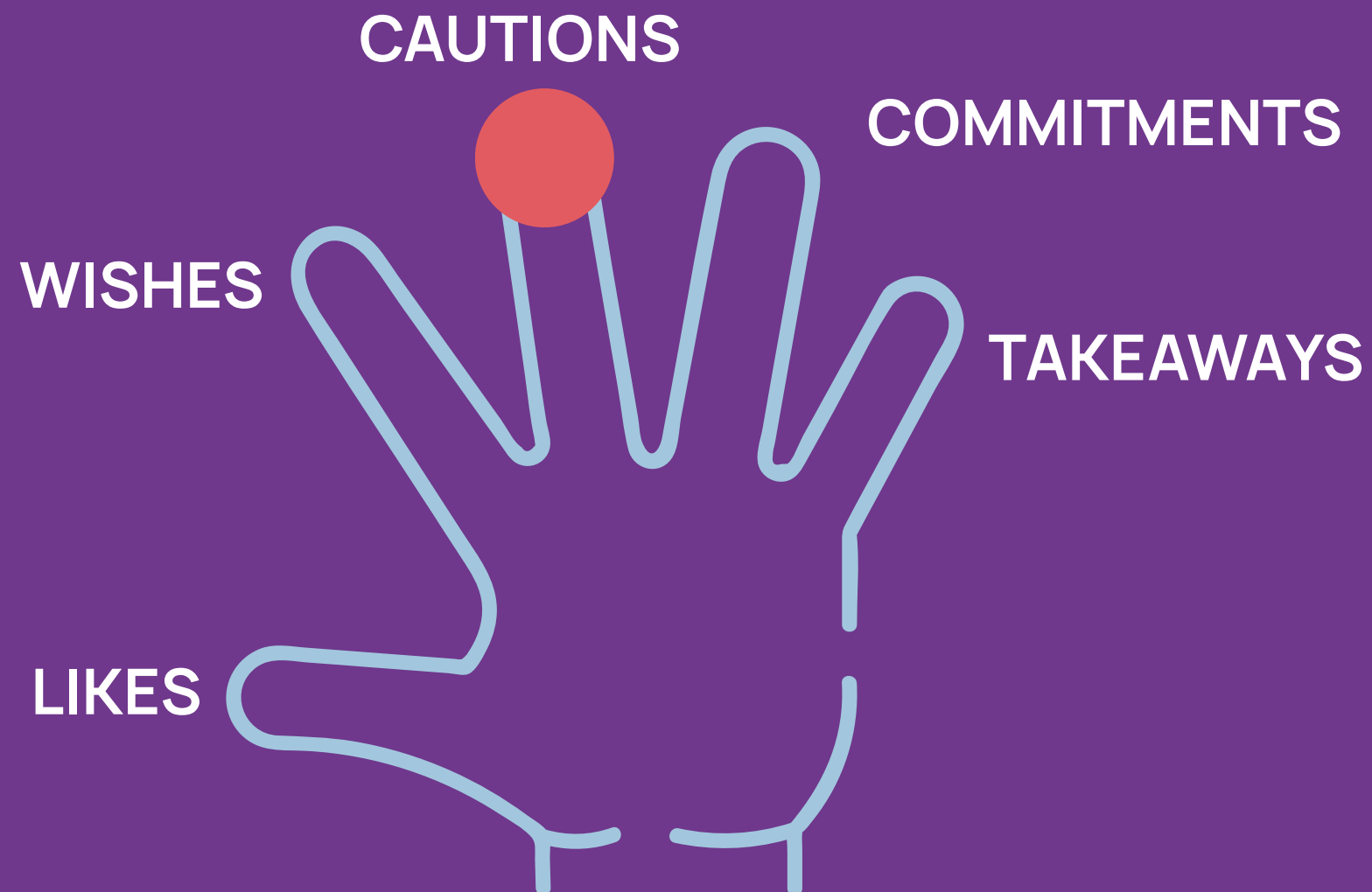
If we were wildly
successful in 3 years,
what would be true?

What do you hope we
become better at as a
Group?

What opportunities do
you think we should
explore together?

Q3 - CAUTIONS

What we must
be mindful of



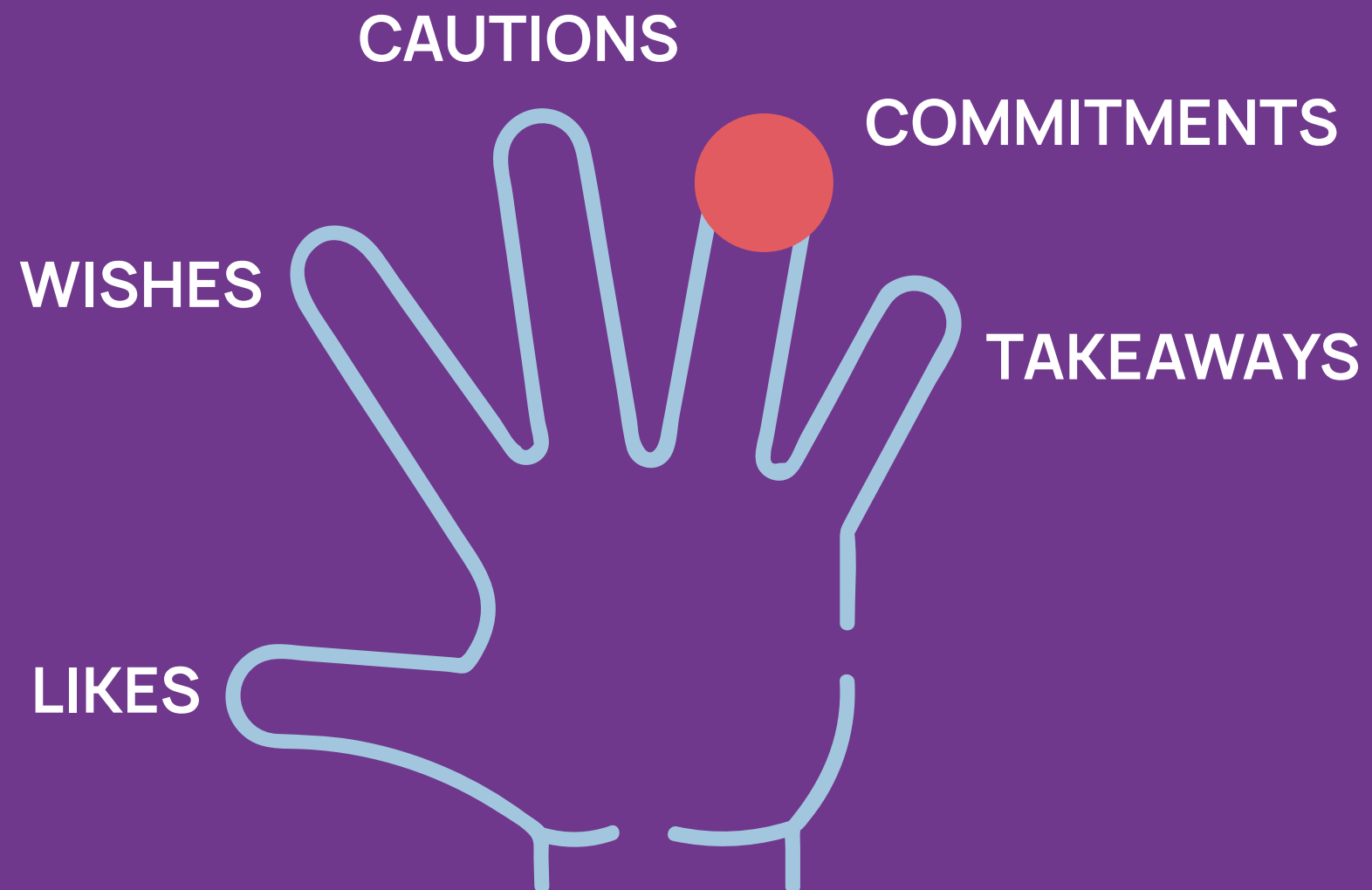
What should we be careful not to repeat or fall back into?

What could make collaboration harder instead of easier?

Is there anything about our future as a Group that you feel a bit unsure or worried about

Q4 - COMMITMENTS

What you're
willing to bring



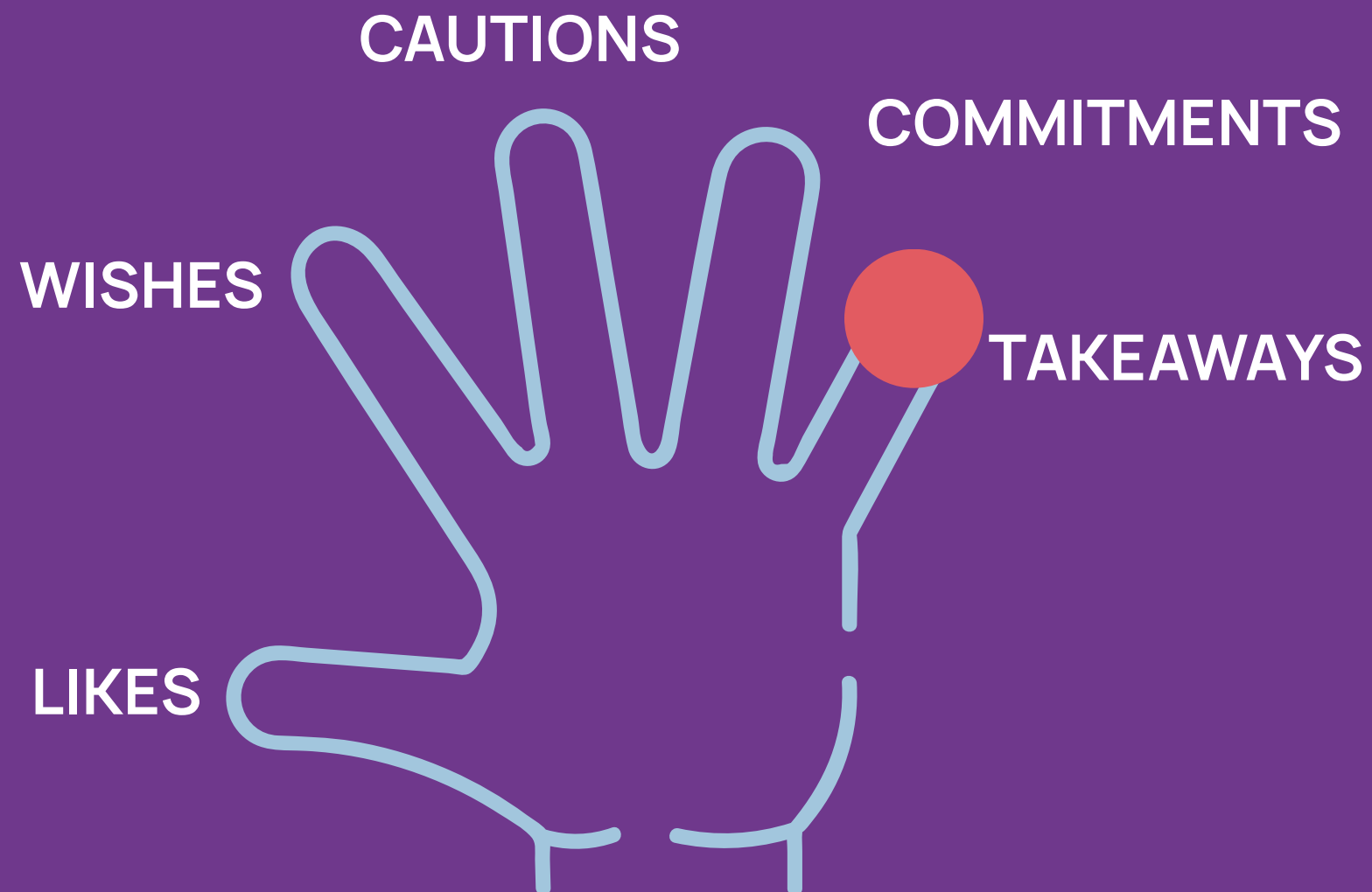
What strength or mindset
can you bring to the
table?

What are you ready to
invest more energy into?

What commitment feels
realistic and meaningful
for you?

Q5 - TAKEAWAYS

What you're
leaving with



What did you learn about the Group or about how we work together?

What moment, insight, or realization will stay with you after this week?

What changed in the way you see the Group after this week?

ROUND 1

INDIVIDUAL MOMENT

Answer the 5
questions
individually on a
form

Anonymous.

1. **LIKES** - What parts of how we work today should absolutely follow us into the future?
2. **WISHES** - What is one wish you have for the future of our Group?
3. **CAUTIONS** - Is there anything about our future as a Group that you feel unsure or worried about? Something you hope we stay mindful of?
4. **COMMITMENTS** - What is one contribution you are personally willing to make to help build our future as a Group?
5. **TAKEAWAYS** - What is the most meaningful takeaway you're leaving this Connect with?

TO ANSWER
THE "I" FIVE →





TIME TO SHARE

ROUND 2 & 3

EVERY VOICE

One-by-one, each person shares one/two things that stood out.

Listening mode,
no discussion yet

Goal: make space
for every voice

OPEN EXCHANGE

React, connect ideas, ask
questions

Build on what you heard

Goal: connect ideas and
see what's emerging

LAST ROUND (optional)

**IDENTIFY ONE
QUESTION OR
COMMENT TO
BRING TO THE
Q&A**

- Choose one question or thought from your conversation you'd like to bring to the Q&A.
- Send it in Slido
- We'll react on most popular topics

SEND IN YOUR
QUESTIONS →





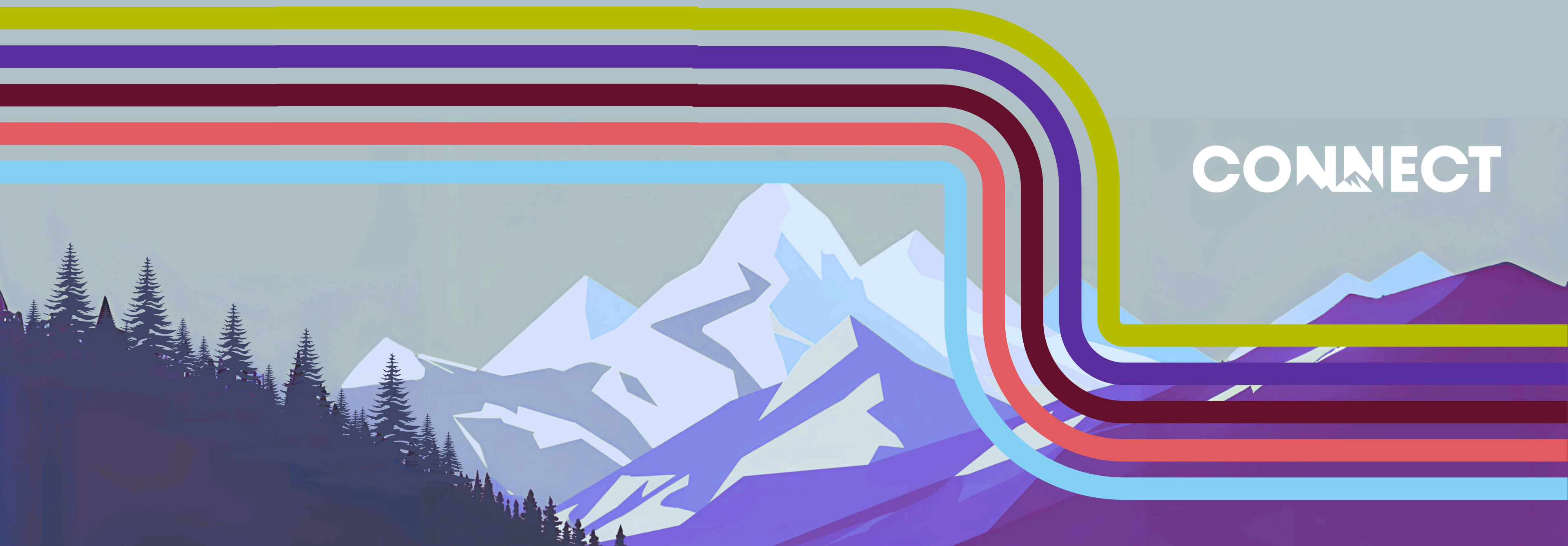
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STRETCH & REFRESH

ÉTIREMENTS ET DÉTENTE

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Q&A

DES QUESTIONS?





REMINDERS

Lunch 12:00pm - 12:45pm

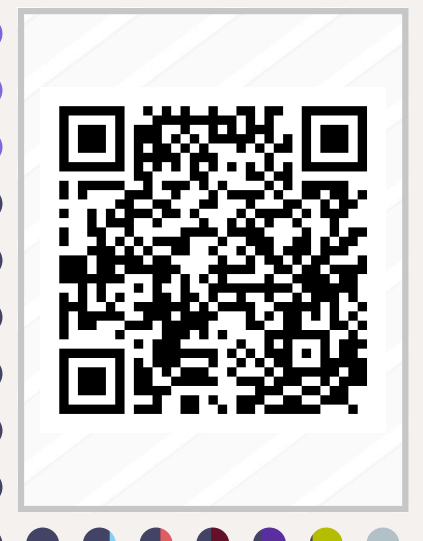
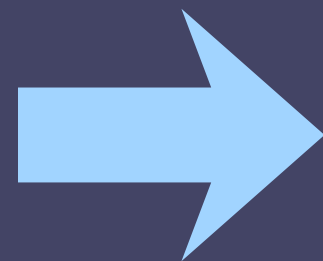
Vistas Restaurant

The bus leaves at 1:00pm

Out Vistas - roundabout on your left

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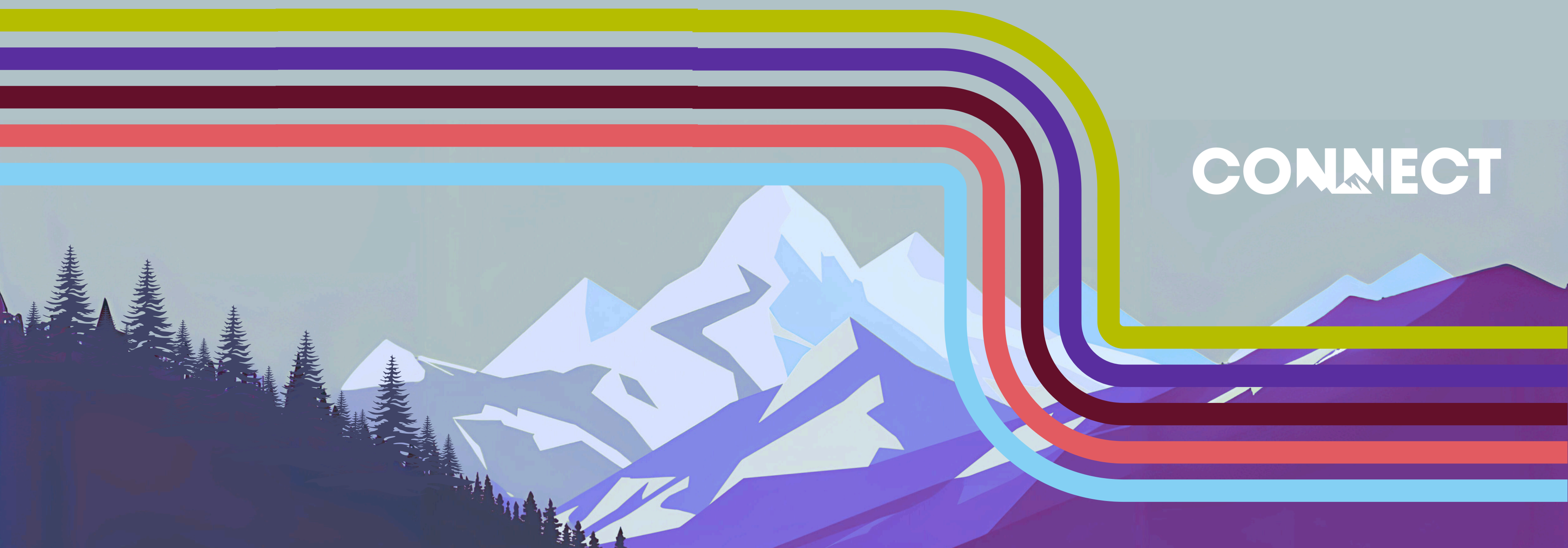
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PHOTOS HERE



CLOSING REMARKS

MOT DE CLÔTURE

CONNECT





BUILDING

THE FUTURE

TOGETHER

The background features a stylized mountain range composed of various shades of blue, purple, and teal. In the lower-left corner, there is a dark silhouette of a forest of evergreen trees. Overlaid on the left side of the image are several thick, vertical, curved lines in bright colors: cyan, maroon, lime green, and red. The overall aesthetic is modern and graphic.

THANK YOU

MERCI

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A stylized, low-poly mountain landscape. The mountains are rendered in various shades of blue, purple, and green. In the foreground, there are dark green evergreen trees on the left. Overlaid on the scene are four thick, vertical, curved stripes in cyan, maroon, lime green, and red, which sweep across the image from the bottom left towards the center.

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