



THE DIGITAL CONVERGENCE EXECUTIVE SERIES

LEADING THE FUTURE 3.0 EXECUTIVE STRATEGIES FOR THE DIGITAL AGE

Presented by Canadian Women in
Communications and Digital Theory
in Partnership with:

Blakes



Full Day Course Plus Exclusive Industry Reception: Toronto, September 29th, 2011

Designed specifically for Executives in the Media, Technology
and Telecommunications Industries

**Instructor: Janet Eastwood, President & CEO,
Two Red Chairs Executive Coaching**

Featuring an Exclusive Cross-Industry Reception

Register online at www.cwc-afc.com.

Develop Your Leadership Toolkit for the Digital Economy

- Drive innovation throughout your team
- Influence key decision-makers and catalyze organizational change
- Elevate your professional impact through increased Social Intelligence
- Move your agenda forward in the face of shifting corporate priorities
- Create your Individualized Leadership Action Plan!

About This Seminar:

Digital convergence is transforming the media, technology and telecommunications industries. Today's leaders require a new toolkit to drive innovation and business renewal while navigating disruption and constant change.

Join Janet Eastwood, the media and communication industry's top executive coach, for what may be the most important one-day seminar that you will attend this year. In her dynamic and engaging style, Janet redefines the traditional leadership paradigm with new executive strategies for the digital age.

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Seminar content will focus on the seven Executive Competencies that are critical to success in the new environment. Participants will determine their current level of functioning in these competencies and learn actionable strategies for elevating their performance in each leadership area.

Face the digital future with a renewed sense of confidence and a brand new toolkit of executive skills. This one-day seminar will help prepare you for the challenges that lie ahead and equip you with the tools you'll need to lead in the new economy.

Every participant will leave the one-day seminar with an Individual Action Plan.

Seminar wraps up with an exclusive industry reception, featuring a leading keynote speaker presentation.

Learning Process

Leading the Future is hands-on and personalized. This skills-packed program includes:

- Group discussion
- Personal assessments and exercises
- Creation of an Individual Action Plan
- Take-home binder with additional reading and resources
- Cross-industry networking with a dynamic keynote speaker

Key Seminar Outcomes

At the end of this one day workshop, you will have:

- An increased understanding of the key elements of Social Intelligence and the vital role it plays in the new executive paradigm
- Practical strategies for elevating your performance in each of the key executive skills
- A new toolkit of leadership behaviours that will greatly increase your personal effectiveness and professional impact in a changing economy
- An Individual Action Plan with specific strategies that you can implement the very next day!

About the Instructor

Janet Eastwood is the media and communication industry's top executive coach and a former broadcasting executive. A Vice President at 31 and Executive Vice President of Alliance Atlantis Broadcasting by the age of 35, Janet knows what it takes to succeed in business.

As President of Two Red Chairs Executive Coaching, Janet works with executives to increase their personal effectiveness and elevate their professional impact. Janet was named Mentor of the Year in 2005 by Canadian Women in Communications and appeared on television as Guest Coach of CBC's The Gill Deacon Show. A popular speaker, she gives regular keynotes and seminars on the art and science of achieving business success.

A member of the International Coaching Federation, Janet is a graduate of the Coaches Training Alliance (CTA) Certified Coaching Program and a certified Social & Emotional Intelligence Coach.



Who Should Attend?

Leading the Future is designed for senior professionals in the Media, Technology and Telecommunication Sectors. It is ideal for Managers, Directors and VPs who wish to expand their leadership capabilities and succeed in the digital environment.

Register Today at www.cwc-afc.com.

Your Registration Fee Includes:

- Full Day Learning Program
- Continental breakfast, snacks and buffet lunch
- Participant Binder with additional reading and resources
- Complimentary post-seminar industry reception featuring a leading industry keynote speaker

Note: This seminar is open to women and men who are senior professionals working in the Media, Technology and Telecommunications sectors. Your registration will be confirmed upon review.

Individual Tuition Rate

Early Bird CWC/Industry Partner: \$375.00
CWC/Industry Partner: \$440.00
Early Bird Non-Member: \$440.00
Non-Member: \$550.00
3 Seminar Package Early Bird: $\$375.00 \times 3 = \1125.00
3 Seminar Package: $\$412.00 \times 3 = \$1,236.00/\text{person}$

Single Seminar Group Rates:

5 or more people: \$440.00/person
10 or more people: \$412.00/person

3 Seminar Group Rates:

5 or more people: $\$375.00 \times 3 = \$1,125.00/\text{person}$
10 or more people: $\$350.00 \times 3 = \$1,050.00/\text{person}$

Individual Tuition Early Bird Deadline Dates: September 15, 2011, September 28, 2011, November 1, 2011

3 Seminar Package Early Bird Deadline Date: September 15, 2011

For group registration please contact Wendy Jacinto, Manager, Regions and Program Development

Email: wjacinto@cwc-afc.com
Tel: (416) 363-1880, ext. 305

For more information and seminar details visit www.cwc-afc.com.

The Digital Convergence Executive Series is supported by these industry organizations:



DON'T MISS THESE UPCOMING SEMINARS:

Register now at www.cwc-afc.com for all three programs and receive substantial discounts!

Leveraging Digital Business Models

FULL DAY SEMINAR

October 12, 2011, Hosted by Blakes LLP, Downtown Toronto

Includes an exclusive cross-industry reception with a leading keynote speaker

Instructors: Kate Hanley, B.A., LL.B., President, Digital Theory and a Line Up of Industry Leaders

In this advanced program, participants will gain a leading-edge understanding of digital content and commerce business models that are proving successful today. They will also be introduced to strategic approaches to creating and evaluating business models in the context of their next digital venture.

Topics will include:

- Strategic analysis of today's high-impact digital business models including leading international case studies
- OTT, TV Everywhere and broadband television: leveraging convergent opportunities for TMT industries
- Mobile: Success strategies for exploiting content and commerce
- A simplified approach to choosing the optimal business model for your next digital venture
- Step-by-step personal action planning

Exploiting Digital Opportunities: Strategic Approaches

FULL DAY SEMINAR

November 16, 2011, Hosted by Blakes, LLP, Downtown Toronto

Includes an exclusive cross-industry reception with a leading keynote speaker

Instructors: Kate Hanley, B.A. LL.B., President, Digital Theory and a Line-Up of Industry Leaders

As TMT players explore new digital channels, they must choose amongst a vast array of opportunities and applications. The challenge is finding the strategic fit that delivers results for their brand and their organization's bottom-line. In this hands-on seminar, participants will gain practical tools for taking control of the digital agenda and making smart corporate development decisions. They will also learn strategies to position digital ventures with internal and external stakeholders.

Topics will include:

- Identifying market opportunities: Key convergent trends for TMT industries
- Extracting greater value from digital ventures: A simplified approach to fully leveraging your brand, your competitive advantage
- Maximizing return on investment: How to quickly assess the financial viability of any new venture
- Introduction to selling a high-impact business case

For group registration please contact Wendy Jacinto, Manager, Regions and Program Development

Email: wjacinto@cwc-afc.com

Tel: (416) 363-1880, ext. 305

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